

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. XCVII

NEW YORK, NOVEMBER 9, 1916

No. 6



Nationalizing a Building

SOMETIMES, when you are in New York and want a breath of air, visit our New York office on the thirteenth floor of the Fifth Avenue Building.

Probably the first thing to strike your eye as you look from the windows will be the famous tower of Madison Square Garden, rising opposite above the breeze-swept Square that nestles far below. The buildings you see jutting into the southern skyline are filled with leaders in the wholesale industry who have stopped at the threshold of the

Square in their march uptown. North of you are the railroad, retail, hotel and theater districts; and at your feet a network of surface transportation lines.

With such a location this aristocrat of buildings has been chosen as the New York home of many businesses of national scope.

It is now being nationally advertised as such; and it seems fitting that the national advertising agency should have been chosen to tell the country of the only nationally advertised office building in the United States.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

You Want the Man Who Wants to Know

ANY group of men divides into about three classes:

1. The shiftless, lazy class.
2. Men who work their hands but not their heads.
3. The men "who want to know," the men who are growing with their industry.

* * *

Among farmers, as other trades, this rule holds good.

The men who subscribe for Standard Farm Papers buy them not for stories, or premiums, but for information which will help increase farm profits.

These men are the progressives of their trade—the men who are anxious to know what is new and better—the men who are ready to come more than half way to consider your proposition.

* * *

When you consider these facts you will more

readily appreciate what it means when we remind you that Standard Farm Papers are subscribed for by one out of every three farmers in their given state or class!



THE STANDARD FARM PAPERS

ARE

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1850

The Breeder's Gazette
Established 1881

Hoard's Dairymen
Established 1870

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886

Birmingham, Raleigh
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

The Indiana Farmer
Established 1845

Pacific Rural Press
Established 1879

The Farmer, St. Paul
Established 1882

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

WALLACE C. RICHARDSON, INC.
Eastern Representatives
381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.
Western Representatives
Advertising Bldg.
Chicago

PRINTERS'

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCVII

NEW YORK, NOVEMBER 9, 1916

No. 6



How One Industry Is Overcoming Its Dull Season

Automobile Distribution Was Formerly a Seasonal-Summer Business, But Winter Sales Have Bounded to Gigantic Totals

By Chas. C. Casey

H. H. FRANKLIN MANUFACTURING COMPANY

SYRACUSE, N. Y., Oct. 26, 1916.
Editor of PRINTERS' INK:

The article with your letter of October 24 is an unusually accurate sketch of conditions. Mr. Casey deserves commendation for covering the subject so well.

A great many automobiles are stored during the winter. Manufacturers of the cheaper cars compel their dealers to take them and the dealers store them. Sometimes the manufacturer helps finance the storage, but as far as possible dealers themselves are required to bear the burden. Many cars are going into storage right now on this basis. If you were to get in touch with John Willys, of the Overland, you would find they propose to manufacture full blast all winter, storing the cars all over the country in this manner. Willys figures that there is no way of knowing whether or not there will be a slump in demand next spring. If there is a slump, he will stop manufacturing then. If there is no slump he will have the goods ready for de-

livery. Other manufacturers undoubtedly figure the same way.

Smaller concerns resort to the above system to a greater or less degree.

Franklin cars have always sold about as well through the winter as any other time in the year. This may or may not be due to its being an air-cooled car. Probably it is generally due to the fact that we do not crowd our market.

As to how cars are being sold—if you mean how cars are sold in the winter time—the sales are according to the demand. I do not think that anything the dealers do materially increases winter sales. One dealer may get more winter business than another by working harder. Winter use of cars is increasing steadily. As to how cars are sold in general, the automobile industry has not reached the place where it has to sell cars. They are mostly bought, and buying is stimulated by advertising.

When output equals demand, or when that much-talked-of "saturation period" comes, then there will be real selling. It will then be a case of which manufacturer gets the business.

H. H. FRANKLIN, President.

NOT many years ago—it might almost be said not many months ago, for the automobile industry has grown by months and not by years—about 95 per cent of all dealers and salesmen practically quit trying to do business with the first cold breeze.

"You can't sell automobiles in winter time," said the winter-dull-season bug, so the dealer let his salesman go into real estate or something else and himself crawled into a hole, metaphorically speaking, for the winter.

That was only recently, in length of years, but in automobile industrial growth it was a long time ago. Conditions change rapidly in the automobile industry, and much change has taken

place in this direction in a comparatively short time.

Things move so fast in the lesson-teaching automobile field that merchandise men in other lines have to keep their eyes open to catch all the lessons. When a single business in an industry springs up and in one little decade grows into an industrial whale which could swallow ten National Cash Register Companies, in point of annual sales, there is bound to be a lot of problems to work out, and the automobile man's way of working them out is bound to be on a scale and scheme that teaches lessons.

The total of the sales in the automobile and accessory and supplies industry last winter, during

the five colder months, probably exceeded the total annual sales no longer time ago than a decade. So the winter season is now dull only by comparison, and such a gigantic winter business suggests the possibilities in a way that is rapidly taking the "lid" off and leveling up the seasons.

Like a lot of other dull seasons, it was the stage of the industry and not the winter season that slowed up—really almost stopped—automobile sales early in the fall of each year. Just as has

wanted to use. When William Henry Jenkins has been driving to his club, or to his office, or to keep evening engagements, in his machine, holding his own steering wheel, it is like pulling teeth to go back to hanging on a strap in a street-car, so William Henry really wants to use his car all the year around. And the William Henrys who haven't machines yet are just about as anxious to throw away their hold on the street-car strap and take the steering wheel, even in winter. So the sales were there all the time.

As one observer in the field puts it, "When you get down to brass tacks, the real reason why cars are being sold in the winter as well as in the summer is due to the fact that ninety per cent of all cars used to-day are used for business purposes, and inasmuch as a man continues to do business in the winter as well as in the summer, he is quite as desirous of saving his time at one season as he is at another. And there is the further inducement in this, that weather conditions make a car more desirable—I might say more necessary—during the

winter time than at any other time of the year. In other words, the motor car has gotten entirely beyond the *novelty* period, and is being used almost exclusively as a modern time-saving, business-increasing vehicle.

"Whether cars can be used in the winter as well as in the summer is purely a *mental* problem—not a weather problem—and the best proof that this is true is to be found in the rapidly increasing number of cars that are being used throughout the entire year."

The special greatcoat, special warm gloves, foot-warmers, hand-warmers, anti-freezing mixtures for the radiator, and literally

Overland

\$795
Mail Order, *Overland*

\$795
Mail Order, *Overland*

Let's All Keep Well This Winter

Winter is almost here. How will it be with your family?

When the cold, damp winds blow and the snow and sleet fall, you will be glad to have the comfort of even a short walk—

Whether you and your family go out—

Give up your activities?

Play with children—go shopping? Or, get this Overland and go where you will, when you will.

It is the car with the good old 16-horsepower Overland motor, developed in the

WILLYS-OVERLAND, INC.
500-510 BROADWAY, NEW YORK

IN BOSTON: BOSTON, MASS.
IN CHICAGO: CHICAGO, ILL.
IN LOS ANGELES: LOS ANGELES, CALIF.
IN NEW YORK: NEW YORK, N. Y.
IN PHILADELPHIA: PHILADELPHIA, PA.
IN ST. LOUIS: ST. LOUIS, MO.
IN TORONTO: TORONTO, ONT., CANADA

STRONG DRIVE ON WINTER SELLING NOW APPEARING
IN NEWSPAPERS

been found in most other kinds of dull seasons, the buyers were ready and the money was ready, but the conditions were not.

It is not really pleasant to think of spinning through zero weather at usual automobile speed, even behind a windshield, in clothing ordinarily worn. So winter driving was very greatly handicapped.

But that was a long, long time ago, in point of development, for now the driver of an automobile can be as comfortable, even in the ordinary open roadster or touring car, as he can in a street-car.

Accessory and supplies men have had a big part in it. The public had automobiles that it

Advance in Price

The following are copies of some of the letters received from subscribers—as a result of an announcement that the subscription price of the Christian Herald would be increased from \$1.50 to \$2.00 a year:

“Your paper is worth more than \$2.00 a year. I would not do without it if it cost \$4.00 a year.”

(F. M. Whittecar—Ohio)

“We cannot spare the Christian Herald, whatever the price.”

(Mrs. Wm. Wood—N. Y.)

“I appreciate the necessity of the increase; in fact, I think you would have been justified in making the price \$2.50 or \$3.00 or even more, and I am quite sure your 300,000 other readers will agree with me. I believe the Christian Herald holds a place in the religious and literary world that no other magazine could easily fill.”

(M. M. Bowen—Ohio)

“The Christian Herald is the very best home paper published, I think, and we cannot get along without it in our home.”

(Mrs. C. McDevlan—Colorado)

“Your paper is well worth two dollars a year; it is such good, clean, truthful reading.”

(S. Swain—California)

“Your paper is a great comfort to me, and I will continue it, regardless of the raise in price. I always feel that whatever I read in the Christian Herald is the real truth.”

(Mrs. M. R. Wagner—New York)

(Originals of the above and hundreds of others shown on request)

THE CHRISTIAN HERALD

Member Audit Bureau of Circulations

BIBLE HOUSE, NEW YORK

dozens of other "luxuries" which have fairly bounced into the "staples" market for motorists, have eliminated winter almost completely for the motor-car driver.

Incidentally, they are rapidly eliminating winter for the automobile salesmen, as this winter's sales undoubtedly will show. Last winter the Ford company sold probably a hundred thousand machines during the winter months.

About all that remains now to slow up winter sales is the doubtful attitude of mind of some of the slower-moving dealers, and the bad roads of wintertime. In the automobile field, as in every industry, there are thousands of dealers who run their own businesses in their own way and who have to be sold on each new advancement.

Bad roads slow up farmer-buying, a very big end of automobile sales, and heavy snows handicap even city drivers. Dealers and dealer associations, however, combining locally and nationally, along with automobile owners, have made a big inroad into this problem in a surprisingly short time.

WINTER TOURING FEATURED

National highways have lately become almost a fad, though probably more permanent than ordinary fads, and the highways out of every city and town in the country, almost, have been improved through the efforts of automobile men.

Last winter the automobile dealers' association in at least half a dozen cities got together and put a snow-plow on a big truck and cleaned snow off miles and miles of country road. This winter scores of dealers' associations, working with automobile clubs, will do the same thing, and there will be few days during this winter when machines can't navigate the country roads out of the principal cities, so far as snow is concerned.

Dealers' associations also have been working as a unit in some places in advertising winter touring and all-winter use of ma-

chines. Most of the dealers and garages accept cars for winter storage, but not many of them encourage it any longer, for the winter storage business has shrunk to nearly nil.

Many other things also have contributed to the rapidly developing winter business in the motor-car field. One of the biggest factors, probably, has been closed cars, though closed cars, oddly enough, have already ceased to be winter cars, due to the advertising of such concerns as the Springfield Metal Body Company.

Closed cars were the first bid of manufacturers for winter business, but the people who bought these new-style winter cars wanted to use them also in summer, and they soon proved so popular for summer use that closed cars now are sold, as well as used, the year around. They still are especially featured, however, in winter months.

From the viewpoint of the sales executive in other industries, the biggest factor in the rapidly developing winter automobile business is the accessory and supplies business, entirely outside the automobile manufacturing business itself.

Dealers in automobiles nearly all sell tires and dozens of other accessories, as well as gasoline, oils, etc. Most of them also have repair shops and are equipped to do a considerable business independent of automobile sales.

One dealer in a little Iowa town of 200 population has been doing a repair and supplies business of \$15,000 a year, an all-year-around business. He has been applying intensive sales methods to getting repair and accessory and supplies business, and sells practically all of the supplies and accessories and does nearly all of the repair work in the town and surrounding country. He has been taught, by the distributors through whom he buys, to card-index every automobile which is sold into the territory, and to keep a history of each machine, the repairs made, the accidents it has been through, the mileage it has covered, and all other information that might

Needlecraft touches the everyday life of over a million small town homes

IT GOES to women who sew, crochet and make fancy work for their homes. It is read with greater interest and intensity than any other publication they buy.

When you examine NEEDLECRAFT'S contents you will see why the house-wife wants it. It is practical and instructive. It brings the information the home-maker and home-lover wants.

That's why the small town woman reads NEEDLECRAFT.

That's why she is likely to respond to your advertising.

NEEDLECRAFT has a place in the list of mediums for every legitimate manufactured article. NEEDLECRAFT'S contents have opened up markets undreamed of by the manufacturer of yesterday.

Frankly, we believe it is extremely worth while for you to get a few definite reasons before deciding on next year's list of publications.

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

have a bearing on repair or supplies business.

Thousands of dealers have taken on accessories and supplies for winter sales and, by pushing these goods in winter they have been able to keep their organizations together and to keep themselves in touch with the automobile owners.

Some of them, not yet entirely sold on trying to sell machines in winter time by direct methods, are going after overhauling and repair business strong, and are trying to turn these old users into new buyers. They have also found that by pushing the repair end of their business, they get in close touch with users who are good spring prospects; some of them are already selling this fall on predicted higher prices.

DULL SEASON ESPECIALLY UNFORTUNATE IN THIS INDUSTRY

Dull seasons always handicap the manufacturer who has a factory organization to keep together and a big list of expenses to pay right through the dull season. This gigantic problem has made it necessary for the automobile manufacturers to continue making machines right through the winter.

Thousand-man factories are small in the automobile industry, and there are several factories whose employee lists run into five figures. It is not practical to lay off such an organization and then build it up again in the rush seasons. It is necessary to maintain the organization.

In the automobile field the percentage of profit is small, so it is necessary to safeguard expenses else that small profit will evaporate during the dull season.

But a big factory making even a thousand machines a month, and that is not a "leading automobile factory" by any means now, has another kind of problem when it tries to make machines all winter. Automobiles take up so much space that a few days' output in nearly any of the big factories would require *acres* of warehouse room, and several square miles of storage warehouses

would be needed by some of the companies.

So winter selling has been an absolute necessity in the automobile field. It has been one of the biggest problems of large production. Every factory has been struggling with it, and every dealer has been losing sleep over it. In the meantime engineers in the automobile and accessory factories have been busy designing winter machines and accessories and supplies.

The result has been that the conditions which used to put machines in winter storage now have been sufficiently changed that a very small per cent of the machines go into winter storage and the number of machines sold in winter is getting larger and larger with each winter. People who were formerly the most certain that machines couldn't be used in winter, now don the great motor coats, big, warm motor gloves, start the radiator heater down under their feet, and the hand-warmers on the wheel and go out for long tours with as much enjoyment as in summertime.

This fall, particular pressure is being put on winter sales, and the result is going to be an especially long step forward in the elimination of the winter dull season in motor selling.

Practically all automobile companies buy parts as well as materials on contract. All of these contracts, or a large proportion of them, will expire with the end of the year, and the new contracts will be at higher prices. The higher cost of materials and parts naturally will boost the cost of machines, and this higher cost must inevitably force up the retail price because the percentage of profit on automobiles, to the manufacturer, is down around 10 per cent and this is far too small to allow any considerable absorption of increased manufacturing costs.

There have been a number of increases in prices already, but most of these have been due to voluntary increases in the contract prices for materials. Most of the parts makers have been



Chickering

The first piano made in America was built by Jonas Chickering in 1823.

After 93 years of honorable history and achievement the Chickering is still the "first" piano.

The H. K. McCann Company handles the advertising of the "Chickering."

*Our booklet "Advertising Service"
will be sent on request.*

The H. K. McCANN COMPANY

New York San Francisco
Cleveland Toronto

In New York at 61 Broadway



stuck for higher prices on material costs, and it has been a case of getting the manufacturer to accept new prices to keep the parts men from losing money and slowing up on deliveries. But the new models and prices to be shown at the New York Show this winter will reflect a general and substantial increase in price.

Dealers nearly all expect this, and a great many of them are already using the argument to close early sales. Every automobile salesman knows a lot of prospects who are going to buy a little later, and these now are being given an opportunity to buy at present prices. Still others, not yet actually ready to buy, are contracting to buy, to get in under the present prices. So automobile sales this winter will likely exceed summer sales of not so very long ago, and new conditions are being established in the industry of very great importance to the manufacturers especially, conditions which are promising much for year-around manufacturing.

Movie Cameras for the Multitude

The Mowette Camera Corporation, of Rochester, N. Y., has been organized to make a popular-priced camera that will enable the amateur to make his own moving pictures and project them in the home. W. E. Gerry, formerly with the Nichols-Finn Advertising Agency of Chicago, is president.

An advertising campaign, first to secure dealers, and later to reach the consumer, is now under consideration and will be launched soon. Roland Cole formerly of the Elliott Advertising Service, Rochester, has been placed in charge of the company's advertising.

Batten Has Pear's Soap Account

The advertising of Pear's Soap has been placed in the hands of the George Batten Company.

This agency has also secured the account of Henry Dillston & Sons, Inc., Philadelphia saw manufacturers.

Belber Trunk Account Goes to Hoyt

The Belber Trunk & Bag Company, Philadelphia, has placed its advertising in the hands of Hoyt's Service, Inc., New York.

Why United States Out-sells England in Canada

Canadian business circles have been discussing at great length the statements made by C. Hamilton Wickes, British Trade Commissioner to Canada and Newfoundland, in his testimony before the Natural Resources Commission, which is engaged in the mobilization of Canada's and the Empire's natural resources.

Mr. Wickes points out that the main reason why the United States sells more goods to Canada than Great Britain, is because the United States is a better advertiser than Great Britain. The United States manufacturer, because of his proximity to the Canadian market and because he is a better salesman, is able to secure more Canadian business than a British manufacturer who does not appreciate the Canadian market sufficiently to advertise, and consequently the English salesman finds Canada quite a rocky field.

As the majority of English manufacturers are represented in Canada by established Canadian importers, advertising is neglected for the reason that the English house thinks the Canadian house should pay the bills, and the Canadian house feels that it is up to the English manufacturer to pay for all advertising of his product.

H. M. Appel in Charge of "Black Cat" Advertising

The Black Cat Textile Company, Kenosha, Wis., has appointed H. M. Appel advertising manager. He was formerly assistant to H. J. Winsten, sales and advertising manager of the Chicago-Kenosha Hosiery Company, who recently became associated with the Niagara Silk Mills, at North Tonawanda, N. Y. The news of the merger of the Chicago-Kenosha Company into the Black Cat company was reported in PRINTERS' INK last week.

Join W. R. Emery

A. A. Baldwin and G. H. Brinkerhoff have become associated with the W. R. Emery Advertising Service, Chicago. The former has been advertising manager of the *Florists' Review*, while the latter was with the Taylor-Critchfield-Clague Company in the past.

"Lumber Trade Journal" Publisher Dead

Jesse Dayton Crary, founder, publisher and managing director of the *Lumber Trade Journal*, New York, died on November 1, at his home in Brooklyn, aged 63 years.

Dyer Has Vim Motor Truck Account

The advertising account of the Vim Motor Truck Company, Philadelphia, has been placed with the George L. Dyer Company, New York.

The Boston Post

HAS THE
Largest Morning Circulation
 in the UNITED STATES and the
Largest Sunday Circulation
 in NEW ENGLAND

Only one Evening Newspaper in the United States—and that in New York—exceeds or equals the Boston Post.

Proven by Sworn Statements

of NET PAID AVERAGE CIRCULATION for six months ending Sept. 30, 1916. Made to Postoffice Dept., as required by Act of Congress, as follows:

Boston Post	(Morning)	482,741	(Sunday)	327,831
Boston American	(Evening)	380,281	"	321,625
Boston Globe	(Morning and Evening)	242,457	"	296,523
Boston Herald	(Morning with Evening Traveler)	192,321	"	114,484

IN OTHER BIG CITIES

New York World	398,984	Baltimore Sun	163,441
New York American	383,297	Baltimore American	80,117
New York Times	340,904	Baltimore Star (eve.)	43,529
New York Sun	192,210	Cleveland Plain Dealer	143,103
New York Tribune	101,611	Seattle Times (eve.)	72,887
New York Evening Journal	816,597	Philadelphia Inquirer	205,751
St. Louis Post Dispatch (eve.)	193,898	Philadelphia North American	171,623
St. Louis Globe-Democrat	155,559	Philadelphia Record	168,298
Kansas City Star	218,094	Philadelphia Bulletin (eve.)	401,699
Chicago News (eve.)	431,189	Washington Star (eve.)	76,293
Chicago American (eve.)	400,031	Cincinnati Times-Star (eve.)	161,481
Chicago Tribune	392,483	Denver Post (eve.)	81,238
Chicago Herald	203,299	San Francisco Chronicle	89,765
		San Francisco Bulletin (eve.)	102,158

* The starred figures are the average Daily and Sunday combined.

† The N. Y. Sun was recently combined with the N. Y. Press. Its figures here given are for the three months preceding September 30, 1916.

Display Advertising Totals for 10 Months, 1916

The Boston newspapers having daily and Sunday editions published the following totals, in agate lines, of display advertising from January 1 to October 31, inclusive. Classified advertising not included.

Boston Post	6,384,763
Boston Globe	4,713,066—1,671,697 lines less than Post
Boston Herald	3,647,375—2,737,388 lines less than Post
Boston American	3,549,920—2,834,843 lines less than Post

EASTERN REPRESENTATIVE

Kelly-Smith Co., 228 Fifth Ave., New York

WESTERN REPRESENTATIVE

C. Geo. Krogness, 901 Marquette Bldg., Chicago

May Probe Price-Maintenance in Canada

It is rumored that the Canadian Department of Labor will undertake an investigation of the practices for the "maintenance of prices" adopted by different manufacturers. The Government is said to believe that the manufacturer has no right to fix retail prices, and by so doing has increased the cost of living. Those manufacturers who have refused to sell "price-cutting" retailers will be the first to be called up on the carpet, according to the report, as the Government contends that this is an infringement of the Anti-Combines Act. The canners' combine is slated for the opening case. This combine has been up before on this same count but has been able to prove that it was within the law.

What Is Your Measure of Efficiency?

NEW YORK, October 25, 1916.

Editor of PRINTERS' INK:

On the train that took the bunch of us to the A. N. A. Convention at Dayton, a group were having dinner and the talk led to Purington's book on "Efficiency," of which one of the men had a copy. While we were waiting to be served, we made a test of the enclosed questions, each man rating himself separately and announcing only the total. You may be surprised to learn that out of seven men who rated themselves, to the amusement of the others, all gave themselves less than 30 per cent.

I do not know what moral to draw from this, either as to the efficiency of the advertising profession, or their modesty, but if you want some fun you might have several of your acquaintances see where they rank on this standard.

W. D.

PERSONAL EFFICIENCY TEST

In answering questions write 100 for "Yes," 0 for "No." If the answer is a partial affirmative write the number between 0 and 100 that expresses the degree of assurance. Then add the column of percentages, divide the total by 30, and the answer will be your approximate grade in efficiency. The value of the test lies in the honesty and accuracy of the answers.

1. Do you like your work?
2. Have you learned the best, quickest and easiest way of doing it?
3. Are you thoroughly informed on "scientific management"?
4. Do you know where your greatest power lies?
5. Have you a fixed goal, in the line with your supreme talent?
6. Do you believe absolutely in your own future?
7. Are you in perfect physical health?
8. Have you learned how to get well and keep well?
9. Can you be optimistic, under all circumstances?
10. Do you realize which of your habits, thoughts or emotions make you efficient?
11. Have you made an inventory of your mental and moral traits?

12. Are you correcting your known weaknesses; mental, financial, social or spiritual?

13. Have you discovered which foods, baths and exercises increase your energy and heighten your mentality?

14. Do you breathe deeply and hold an erect posture?

15. Is your sleep long and dreamless and refreshing, with your sleeping-room perfectly ventilated?

16. Do you drink three pints of pure water daily?

17. Do you eat slowly, moderately, regularly?

18. Is all your clothing made loose, to allow blood and nerves free play?

19. Are you independent, fearless, positive?

20. Are you tactful, cautious, courteous?

21. Have you secured the best possible advisers and associates?

22. Are all your co-workers eager to help make your plans a success?

23. Do you wish your rivals well, and never speak ill of them?

24. Do you work harder than anybody else in the business?

25. Have you learned the science of planning your day ahead?

26. Can you relax entirely in your leisure hours?

27. Are you saving money systematically?

28. Do you enjoy art, music, literature and the presence of little children?

29. Does your highest ambition include some real services to humanity?

30. Have you a great love in your life, to steady, cheer and empower you?

Divide the total by 30.

The quotient shows your percentage of efficiency.

Chain-Store Orders 100 Sleighs

A sidelight on the growth and some of the planning of the chain-store interests will be found in the contemplation of a contract just received by a large wagon works in Eau Claire, Wis., from the Jewel Tea Company. This coffee and tea chain of stores has placed an order for 100 sets of sleighs, shipments to be made to the following points: Oswego, N. Y.; Watertown, N. Y.; Spokane, Wash.; Wallace, Ida.; Kellogg, Ida.; Laramie, Mich.; Gloversville, N. Y.; Syracuse, N. Y., and Elmira, N. Y. Part of the order is held for future shipment. The sleighs are especially designed for delivery and service.

Paul Wing Out of Agency Work

Paul Wing, of the New York office of Taylor-Critchfield-Clague Co., has become advertising manager of the Empire Cream Separator Company, of Bloomfield, N. J. Previous to his recent connection with the Taylor-Critchfield-Clague Co., he had been New York sales manager of the Detroit Steel Products Co., of Detroit, Mich.

There are 63,001
reasons why you
as an advertiser
should use the
Brooklyn Standard Union on
week days—

Each reader is
a reason.

And on Sundays there are
76,955 reasons.

1917

The Year of Magazine Opportunity

THE election is over. The war goes on. Business conditions are certain to continue to change rapidly from month to month. They are changing now. A situation is created for 1917 in which advertisers will demand stability and continuity of policy on the part of the mediums they advertise in.

In this demand Today's Magazine recognizes an opportunity. It is peculiarly able to satisfy in 1917 the prime need of space-buyers in 1917. Progressive always, it lays emphasis now on its solid financial state, its favorable long-time contracts and its far-sighted provisions for 100% service—reserving for future announcements various betterments such as have marked its advance for some years past.

ADVERTISING RATES

Today's line rate is \$4.25, with fixed discounts for large space, (equalling 39 cents to 47 cents a line, according to space, per 100,000 circulation), and will remain at that figure during 1917.

CIRCULATION

The present circulation is 900,000, guaranteed for each individual month. There will be no change in the guarantee during 1917.

1917

The Year of Magazine Opportunity

SUBSCRIPTION METHODS

The 900,000 circulation will be maintained by the present high-grade methods. Since Spring, Today's subscriptions have shown *increases each month* of ten to twenty-five thousand, for no other reason than growing appreciation by women of its constructive policies. The "net" (or amount received after paying circulation costs) much exceeds the net of former years.

THE HOME-MAKERS' BUREAU

This is a complete course in how to make a happy and successful home. It is one of the most important editorial enterprises ever undertaken by a magazine. Each chapter is a self-contained unit of instruction, and at the same time a link in a *four-year course*. Appointments and arrangements have been made for that period. The first chapters are appearing. The series will go on through 1917, 1918, 1919 and 1920.

Today's Magazine has established its reputation as the leader among small-town publications in point of service; and because its plans are matured for the unbroken continuance of such service it welcomes 1917 as an opportunity.

Today's Magazine



The time comes when advertisers will differentiate between papers that give mere publicity and those that sell the goods. The traced results record of The Farm Journal proves that it moves the goods.

The Farm Journal

Washington Square, Philadelphia

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Bates' Correspondence Course in Successful Advertising

He and Leroy Fairman Exchange Letters and Argue About the Importance of Copy

THE following correspondence between Leroy Fairman and Charles Austin Bates, was occasioned by the article of Mr. Bates entitled "Direction and Indirection in Advertising," which appeared in the September 28th issue of *PRINTERS' INK*.

October 7, 1916.

Dear Mr. Bates:

My attention has been called to an article by you in *PRINTERS' INK*, in which you say that you are "far from believing that copy is the most important element in successful advertising."

The most important element in any product is the one which by no means and in no circumstances can be left out.

In advertising, the copy is the one and only method by which that which is in the mind of the seller can be conveyed to the mind of the buyer. The copy is the means, and the only means, by which the reasons-why the buyer should buy can be communicated to him. Unless he knows those reasons he will not buy at all—there will be no sale—there has been no advertising.

Hence copy is the one element which cannot be left out of advertising—and for that reason the most important element in advertising.

A good many people nowadays are confusing advertising with manufacturing, jobbing, retailing, distribution, merchandising, price-maintenance, financing, market investigations, Christian Science and the twilight sleep.

Is it possible that you are one of them? I never would have thought it.

Yours sincerely,
LEROY FAIRMAN.

* * *

October 10, 1916.

Dear Mr. Fairman:

If you can separate "advertising" from manufacturing, mer-

chandising, distribution, etc., you are a wizard.

These things, or some of them, become different problems when advertising begins and each is modified by the others.

Furthermore, I maintain that the selection of vehicle and medium is more important than copy. Most any kind of copy will get results if it goes to the right place at low enough cost per thousand. The best copy ever written will produce a loss if wrongly placed at high cost.

Copy is the tail of the dog—a doggone important tail, but still a tail.

Perhaps I should have said "the *quality* of copy is far from the most important element in successful advertising." That, of course, obviously, is what I meant.

Yours very truly,
CHARLES AUSTIN BATES.

* * *

October 13, 1916.

Dear Mr. Bates:

Wizardry is one of the few things of which I have never been accused, but I see no difficulty in separating advertising from merchandising, manufacturing, and all those other things.

Advertising is not even an indispensable element or constituent of business, but one of its tools. The fact that it possesses and preserves a separate identity is shown by the circumstance that it can be applied to or withdrawn from a business at will.

Analysis of the third paragraph of your letter shows that it is open to construction as a plea for the old "standing card" or "John Smith—Butter & Eggs" type of advertising. If forced to maintain your position to the bitter end you would find yourself arguing that "if it goes to the right place at low enough cost per thousand" such a card would sell as many goods as a reason-why

advertisement giving the price of the butter and eggs and convincingly proclaiming their high quality.

The selection of mediums is, of course, a vitally important preliminary to successful advertising. But when you have chosen your mediums and bought your space you haven't arrived anywhere.

Space, as space, is totally non-productive. Its value depends upon what you put into it. Copy supplies the only point of contact between seller and buyer. If the copy is poor the contact is feeble, uncertain, inefficient and ineffectual.

Poor copy in carefully selected, well-bought space will bring some returns, but *profitable* returns depend upon the quality of the copy. And profits, I have been led to believe, are what the advertiser is really after.

Sincerely,
LEROY FAIRMAN.

* * *

October 18, 1916.

Dear Mr. Fairman:

You always were an adroit and persistent argufer and I suspect that, when I get you pinned down, you will be gaily cavorting somewhere else.

However, if I must be elemental, here goes:

Successful advertising must have a foundation of a meritorious product, manufactured at not excessive cost. Except where goods are sold at retail (which includes mail-order business) the problem of distribution is next in importance.

You will say that these things are not a part of successful advertising—that advertising is a thing apart, but how many advertising failures have there been, because these conditions precedent have been ignored?

So I maintain that they are really the vital part of successful advertising.

But I will go even farther with you and suppose a case in which these conditions have been adequately met and we are ready to print our advertising in magazines and newspapers, or on fences.

Of course, if we bought space

and ran it blank, we would not be advertising at all, so you must permit me to assume that we shall at least say: "John Smith—Butter & Eggs, Main Street, Tail-holt, Indiana." If we say just that, in places where possible customers will see it, we will get some business. If we say it over on the cross-roads around Galiopolis, Ohio, or t.c.n.r. in the *Shanghai Star*, we might as well leave the space blank.

So copy is *not* the most important element.

But, hello! Here comes John Smith's brother, Bill, who manufactures a trade-marked "Economical Artificial Egg" that can be shipped and sold anywhere.

You see I am making it hard for myself, because an artificial egg certainly must be explained.

Brother Bill wants to do successful advertising, which, as you state so concisely and cogently, means *profitable* advertising.

Right here is where we clutch, for I hold the conviction that the quality and cost of the vehicle is much more important than the quality of the copy. Of course, this advertising will not reach its highest percentage of profitability unless both vehicle and copy are absolutely the best. But if he says simply "Economical Artificial Eggs, Send for Sample. Bill Smith, Yeddo, Ill."—and says it in the *Delineator* or the *Baker and Confectioner*, he will get more business than if he speak with the tongues of men and angels in the *Blacksmith's Helper* or the *Police Gazette*.

So copy is *not* the most important element.

And yet more besides—if his product is not right, his manufacturing reasonably economical, his distribution provided for—if he is not adequately financed, his advertising cannot prove profitable—the operation may be successful, but the patient will die.

NOW—will you be good?

Yours very truly,
CHARLES AUSTIN BATES.

* * *

October 23, 1916.

Dear Mr. Bates:

In your letter of the 18th you say in two successive breaths that

Facts about POWER



POWER

Average Net Paid Circulation, year
ending July 1, 1916 25,915

Total Distribution, year ending July
1, 1916 29,059

Method Used to Prove Circulation . MEMBER OF
A. B. C.

Per cent of Subscription Renewed . 53.6%

Subscriptions Carried in Arrears . None

POWER

PUBLISHED at 10th AVENUE and 36th STREET
NEW YORK CITY

One Big Newspaper Covers



and

The Capitol District For You

Rate Six Cents Flat

Net Paid Circulation for September 41,090

*Advertisers, Sales Managers and Space Buyers
Are Requested to Write*

**THE KNICKERBOCKER PRESS
FOR FACTS**

PUBLICATION OFFICE TROY
18-22 Beaver St., Albany, N. Y. 362 River St.

SCHENECTADY
Wedgeway Bldg.

(Member of A. B. C.)

manufacturing, distribution and so forth are "conditions precedent" to advertising, and "the vital part" of advertising.

Which do you really think they are?

Isn't it obvious that conditions can't be a vital part of the *advertising* of a business, when they are equally vital to the success of that business, even if it's never advertised a single dollar's worth? Manufacturing, financing, distribution and a lot of other things powerfully affect advertising, but they are in no sense a part of it.

Why not play fair with the Smith brothers and their eggs? Why insist that the quality copy I wanted them to use must be placed in mediums where it would be next to impossible for a prospective customer to see it? You might just as reasonably stipulate that it be taken out in the back yard and buried.

If I "permit you" to use copy sufficiently informative to let people know what the Smiths are selling, and when and where to get it, you must permit me to choose mediums with at least that faint glimmering of intelligence which a generous Providence vouchsafes to its humblest creatures.

Now, let's suppose that you take the Smiths, give them that poor-to-rotten copy you think will sell eggs for them, and place it through an agency which knows all that can be known about medium-picking and space-buying.

I'll take the Joneses, egg purveyors of equal general business advantages, and advertise them through an agency which can produce copy of the maximum gimp, kick, punch and pull. And I'll place this Jones copy in the light of such plain horse-sense as impels the average human to go in when it rains.

What will be the result? You'll beat me by a lot of points, we'll say, in the selection of mediums, and you'll save as much as half a cent a line here and there in buying.

But your crafty choice of mediums and your penny-pinching space-buying won't inject that live, warm human interest into

advertising which it must have in order to sell eggs.

Meanwhile the convincing reason-why appeal of my Jones copy will pull business until they have to hire an extra boy to tote the bagfuls of orders from the post-office, and put a massive blue-and-gold special cop outside to keep the clamorous throng of customers in line. And bimeby we'll buy in your Smiths at sheriff's sale for 28 cents on the dollar, and send 'em back to the farm, where they belong.

It is *copy* that pictures the straight - from - contented - hen freshness and palate-teasing, lip-smacking flavor of the egg—that awakens interest, arouses desire and clinches the rock-ribbed determination of the public to have some of those eggs or bust a suspender. And that is something your canny space-buying never did and never will.

Yessir! *Copy* is the most important element in successful advertising.

Sincerely,

LERoy FAIRMAN.

* * *

October 24, 1916.

Dear Mr. Fairman:

The trouble with hypothetical questions is that opposing counsel and adverse experts never hype exactly alike.

Now that you have decided to place the Smith advertising through an all-wise agency, I'll admit that copy is a very important element. But you have lost your case by employing said agent. Because, before he thinks of copy, he will surely study the business proposition, cost of production, distribution, price and media. Otherwise, neither he nor you would know what kind of copy to use.

Possibly the question is like the time-honored one about the hen and the egg. But even so, I am firm in awarding the palm of priority to Mrs. Hen.

Of course, I know what you mean and you know what I mean. But you take the old ground that the advertising man has nothing to do with the business proposition—that his job is to take the manufacturer's order for so many

cords of copy to occupy so much space, and tell the story better than it has been told to him. You assume that the production, distribution, price and financing are all that they should be, and that advertising is separate and distinct.

Maybe the dictionary would prove you right. But I use the words "successful advertising" in the broader sense.

The advertising man who is worth his salt must concern himself with much more than copy—even if he be employed only as a copy-writer. Unless these vital elements of, or "conditions precedent to," successful advertising are right the copy will fail.

An advertising agent used to be a mere dealer in space—then he added a copy department. As the business developed, it dawned upon him that his job should be to make the advertising pay, so he began to inquire about packages, dealers, distribution—he began to make trade and consumer investigations—he began to give real service to his clients. And so the word "advertising" has taken on a broader significance.

Any man who ignores the importance of good copy is a self-nominated candidate for Mat-teawan.

The right sort of copy may easily double the direct results of the advertising—that is, if you compare the worst with the best possible. But I would rather take my chance with mediocre copy in the best publications than with the best copy in mediocre media.

I'll tell you! Suppose we consolidate the Smith and Jones egg industries. I will organize the production, distribution and financing, select the vehicles for advertising and administer particularly irritating burrs to the salesmen at the proper anatomical point—and you write the copy.

In that way we will have successful advertising—but, of course, as my part of the work will be much more important, I shall expect the greater part of the profits.

Yours very truly,
CHARLES AUSTIN BATES.

October 25, 1916.

Dear Mr. Bates:

You sure are light on your feet.

In the batting of an eye you have occupied a fresh position, planted your guns and dug yourself in impregnably.

Practically everything you say in your latest communiqué is absolutely true.

Therefore—and especially as I have satisfactorily demonstrated that copy is the most important element in advertising *itself*—I should be quite content to consider the incident closed were it not for the fact that, in your fourth paragraph, you do me an injustice.

I most emphatically do *not* take the position that the advertising man has nothing to do with the business proposition. I have for years stoutly and steadfastly maintained that no copy-man's work is worth a tinker's darn unless he knows the business he is advertising better, if possible, than the man who owns it—knows it from its deepest root to the smallest leaf on the topmost twig.

So we can't very well go to the mat on that point, and might as well call it a day and follow the weary ploughman on his homeward way.

Your suggestion that we consolidate the Smith and Jones industries strikes me as excellent. And as I see that I am neatly elbowed out of the organization and financing end of the business, you don't need to explain that I'll have to be content with the short end of the purse.

Sincerely,
LERoy FAIRMAN.

United Drug Company to Advertise Specialties

The United Drug Company, Boston, will advertise several of its toilet specialties through Street & Finney, Inc., New York. A feature of the campaign will be a series of colored inserts in a list of women's publications.

Appointed to Staff of "Magazine of Wall Street"

Elmer Newton has become a member of the advertising staff of the *Magazine of Wall Street*, New York.

Circulation Facts Are Your Best Advertising Insurance



Because they tell you what people read your advertising, who they are, where they live, how they make their money and how much of your product they can buy.

Such facts show that Collier's Trade-marked circulation comprises a larger and more compact market of *readers with buying power* than any other general magazine can show—and you are welcome to these facts.

COLLIER'S
THE NATIONAL WEEKLY
Circulation 949,000 Subscribers 776,000
NEW YORK CHICAGO BOSTON PHILADELPHIA

A Paper for Every Purpose

We are sometimes asked what kind of paper we specialize in. Our specialty is in furnishing the right paper for your requirements.

Our "Opacity" light-weight catalogue has become the standard paper for mail-order catalogues. It is now used by nearly all the larger concerns. Similarly Folding "Radium" Enamel has become the standard by which all other folding enamels are judged.

Your favorite magazine, your trade paper, even your daily newspaper are more than likely printed on paper made by one of the several big mills owned or controlled by Birmingham & Seaman.

There is a Birmingham & Seaman office near you. We offer a nationwide, not a local, service. You are assured of painstaking, personal attention when you place your paper requirements in our hands.

BERMINGHAM & SEAMAN COMPANY

Paper for Every Advertising Purpose

Chicago - New York

St. Louis
Minneapolis

Buffalo
Detroit

Philadelphia
Milwaukee

More Suggestions for Lessening the Waste of Dealer Helps

Fourth Article of a Series Reviewing the Dealer Material Going Out This Fall and the Methods of Distributing It

A GREAT deal has been written and said, both in and out of *PRINTERS' INK*, about the needless waste of dealer helps. And, strange to relate, it is always the dealer who is to blame. The salesmen say so, the field men say so—and as for the advertising manager—why, he is surely above suspicion. So, when reports of wastage become disturbing, the matter is settled quite properly by laying down a new policy. The dealer is charged up with part of the cost, or "dealer helps" are furnished only on request, or salesmen are provided with screwdrivers and told to stick up the signs between selling arguments. But the dealer is always the villain in the plot. It seldom occurs to the advertiser that he himself might be quite as much to blame as his dealer.

Not long ago a certain Chicago packer noticed one of the new hangers put out by his advertising department being used for a fresh-egg sign in front of a Halsted Street market. Think of it, a hanger that cost all of 10 cents, beautifully lithographed in seven colors, turned back-side front, carrying the hand-tooled announcement, "Strictly Fresh Eggs, 35 Cents a Dozen"! What did he do? He promptly dictated a letter to his advertising manager that hereafter all store cards were to be printed on both sides—thus solving, to his satisfaction at least, the problem of making sure that his dealer helps will be used.

The incident typifies the attitude of the average advertiser toward the waste of dealer helps. We are all busily at work scheming up plans that will make it impossible for the dealer to waste the material we send him, when all the time the trouble lies not so much in our helps, as in the attitude toward our helps which

we have allowed, and still allow, the dealer to develop!

For the same reason that we will invariably judge a man according to his own estimate of himself, a dealer will judge dealer material by the valuation placed upon it by the manufacturer. If the manufacturer does not think enough of his dealer helps to insist that they be used, and to instruct his salesmen to insist that they be used, it is not surprising that dealers will get the impression that the manufacturer does not place much valuation on his own material.

Nobody is more surprised at the attitude of most manufacturers in sending out dealer material without any precaution to make sure it is used than the dealers themselves. "I think in justice to the manufacturer," writes A. G. Chaney, advertising manager of Titche-Goettinger Company, a large Dallas department store, "that he should demand the distribution of any material he is contemplating sending out. Many, many of these, on account of no distribution plan, are a total loss. In this day and time, no advertising matter is expected to be wasted. I think manufacturers should take a firm stand in demanding the means of distribution of their literature and a checking up of the use of many electros which they send out."

NOW IS THE TIME TO CORRECT DISTRIBUTION

Of course, it is easy to talk about demanding a checking-up, but all of us who have handled dealer helps know that this would not be a most successful policy to put into operation. But, just the same, some means should be taken to impress the dealer with the fact that the material he is receiving costs considerable

money, and then do everything possible to make sure it is used. Some years ago, while the writer had charge of the dealer-service work done by Swift & Company, the experiment was tried of putting the cost of the piece on the descriptive circular sent to salesmen. This was found to be quite helpful. It gave the salesmen a good talking point to use in "selling" the "help" to the dealer. But nowadays there are too many salesmen trying to "sell" helps to dealers, and it is questionable whether or not it is wise thus to encourage salesmen. Rather is it better, as George S. Fowler, of Colgate's, pointed out in his recent article in *PRINTERS' INK*, to create conditions which require the dealer to "sell" the salesmen on their need of helps—a method of procedure which puts the company in a favorable position when it comes to checking up and making sure that the helps sent were used.

The present price conditions afford a good opening to put such a policy into operation, and more than one wide-awake manufacturer has been quick to seize the opportunity. For example, Johnson & Johnson have just issued a letter to their salesmen, urging them to impress on the druggist that dealer helps cost real money, and to get the most out of them. The letter follows:

The object of this letter is to have you wherever opportunity occurs, without interfering with the other work, discuss with the trade the seriousness of the paper situation. The scarcity of paper is not altogether occasioned by the war, that being only one of the factors; in a large measure it is owing to the fact that an enormous quantity of paper has been wasted.

The druggist himself is prone to waste paper. He destroys cutouts, screens and advertising matter which could be used to increase his own trade, and each card or other piece of paper which he destroys before putting it to good use takes away from the stock of paper on hand in the United States, or in the world.

The point is—if you could induce the druggist to make the best possible use of advertising matter which we and other manufacturers send him it would be very helpful. When opportunity occurs we suggest that you go over the stock of Johnson & Johnson advertising material which you may find in the drug store and suggest ways in which it may

be used. For example, window displays can be used over again; this material can also be used on the ledge, booklets and folders can be enclosed in letters, statements and tied up in packages. Such measures will increase the druggist's trade and at the same time lessen the demand for paper. You are at liberty to state to the trade that lithographers and printers who make this advertising material are sorely pressed to obtain supplies.

If the situation becomes more serious we and other manufacturers will be obliged to withdraw the advertising material which has heretofore been furnished so plentifully.

Perhaps you will be able at times to bring this matter to the druggist's attention and thus help the cause.

This strong letter to the selling force is supplemented by an article in the "Red Cross Messenger," which goes so far as to tell the druggists that they are largely to blame for the shortage of paper. "Druggists have unconsciously contributed to the situation," the article points out. "They have wasted much expensive advertising matter. It has been furnished so freely to them that they have not hesitated to throw it away after a brief showing. This has helped to produce the scarcity and to send the prices up."

CONCERTED ACTION NEEDED

This is getting close to nature, and if more advertisers would adopt the same tenor in their dealings with the trade it would awaken dealers to a greater appreciation of what the manufacturer is doing for him. As it is, a few advertisers have this attitude, but the great majority continue to lavish dealer material on the trade, giving them the mistaken impression that they are doing a favor to the manufacturer by putting his material up. Instead of bending over backwards in a frenzied "effort" to induce dealers to send for material, it might be well to do as Alfred, Decker & Cohn, makers of Society Brand clothes, are doing this year and assume by the tone of your copy and by your actions that the material is of some consequence. This particular advertiser goes so far as to write a separate letter to each dealer, describing each piece in the campaign. It goes without saying that this method

will make a far greater impression on the dealer than to jumble twenty-five or thirty pieces into a circular. Such presentation suggests wholesale, extravagant distribution.

Another way in which advertisers can work together for the common good in this connection is notifying the dealer when material is delivered, and place emphasis on the obligation he is under to use it. This applies particularly to short-season products, where it is necessary for promptness' sake to send out material *unsolicited* to a list of dealers. Advertisers who find it necessary to distribute material this way do well to go over their mailing list frequently and weed out the dead timber with the aid of salesmen's reports. This plan is being followed by F. A. Patrick & Company.

"In the dealer helps which we furnish this year," writes Alfred Hanchett, "we have made special effort to cut down any possible

waste in distribution. In the first place, we had our salesmen on their selling trip last winter take notes as to which dealers in their opinion would use to advantage such advertising material, and get the dealer to indicate what of our dealer helps he would use. But in order to doubly emphasize this advertising matter with the dealer we sent out in early June, before our shipments of merchandise were starting, return post-cards with a request that the dealer would make notes opposite the items he desired to use. These post-cards also gave the dealer an opportunity for special requests. With these post-cards before me, I went over personally every index card in our advertising department and noted upon it what in my judgment each dealer should have. I was helped in this work, of course, by a pretty accurate knowledge of the majority of our dealers and certainly of all the larger ones.

"In order to save waste and

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

miscarriage of the advertising equipment which we send in the shipments of merchandise we have devised the following system.

"A large label contains a notation of items in advertising equipment which are being sent the dealer. The items on these labels are typewritten in quadruplicate. The first one, upon which the typewriter prints with a red ribbon, is pasted on the outside of the advertising package which goes into the shipment of merchandise. The second copy is sent through the mails as an advertising letter to the advertising manager of the retail store and is mailed the same day the shipment starts from our shipping-room. The third copy is sent to the superintendent of our shipping-room and makes up one part of the retail merchant's order. This method insures that the advertising will always get into the shipment of merchandise. The fourth copy is sent from our Duluth headquarters to our New York advertising office, where it is placed on file after notations have been made on our index cards. In short, the merchant gets, first, a notice through the mail that this advertising matter is being sent him with his merchandise, and, second, when he receives the shipment he finds the advertising equipment in a separate package carefully marked.

"I believe that scrupulous care to see that the dealer knows what advertising matter he is getting is well worth while for two reasons: it helps the dealer actually to get the advertising without fail, but more important still, it emphasizes the advertising matter to the dealer in a way which will make him more likely to use the equipment properly."

It will be noticed that Mr. Hanchett personally did the weeding-out of his mailing list and used his judgment. He did not delegate this important work to a clerk. This is important, and there are few advertising managers in the country whose time is so valuable that they cannot give some personal attention to their

mailing list of dealers. A thousand "dead" names might easily mean a loss of several hundred dollars a year. It may even pay to start a "Blue" list of preferred dealers. This plan is being worked out by Robt. H. Ingersoll & Bro., who have a "Blue-List" consisting of 4,000 live dealers out of a total of 60,000.

But regardless of how the material is distributed, the big thing is to leave no stone unturned to make the dealer use it after he gets it. And so far as we can learn from the 250 advertisers and dealers who have been consulted by PRINTERS' INK, this is something which very few of them are doing as yet.

Unruly "Its" and "Theys"

CHATTANOOGA ROOFING AND FOUNDRY COMPANY

CHATTANOOGA, TENN., Nov. 1, 1916.

Editor of PRINTERS' INK:

In taking exception to a point made by your contributor, S. E. Kiser, in his article entitled, "Can Bad Copy Be Good?" under date of October 19th, I do not want to appear to be holding a brief for faulty English. On the contrary, I approve of the article as a very timely one, although I cannot agree with Mr. Kiser's criticism on the following:

"Another of the more common mistakes that careless or incompetent copy-writers make is found in this paragraph from an advertisement which proclaims the superiority of a certain kind of underwear:

"It is cut to fit, and unlike other knit garments does not have to be stretched into shape. There is no bagginess at one point or scantiness on the other, but in every line they are made to conform to the figure."

"I contribute the italics. Obviously, it cannot be 'it' if 'they' are twain."

In rebuttal, and as literary curiosities, I submit the following:

"Each house shall keep a journal of its proceedings, and from time to time publish the same, excepting such parts as may, in *their* judgment, require secrecy."—CONSTITUTION of U. S.

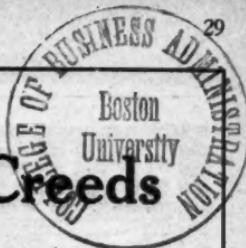
"For my people is foolish, they have not known me."—JEREMIAH 4: 22.

"Our club, however, has frequently caught him tripping, at which times they never spare him."—ADDISON, SPECULATOR, No. 105.

B. FULTON ANNIS.

Winnipeg's New Trade-Paper

Canada has a new grocery trade-paper called *Winnipeg and Western Grocer*, published by the Jackson Trade Publishing Company, of Winnipeg. The new paper will be published twice a month in the interests of the grocery trade of Western Canada.



Lord & Thomas Creeds

No. 20. Genius

There is no such thing as an advertising genius.

To be an average man, with an average viewpoint, is the first essential of success.

The advertising expert must be many-sided. Genius is never that.

One must be very human to win humanity his way. Genius isn't human.

Beware the high-brow in any field of selling. The workings of the common mind are beyond his comprehension.

One must know why Farmer Jones buys a certain plow. Why Mrs. Housewife likes a certain soap. What Anyman thinks most about when he goes to buy a car.

It isn't genius—it is common sense—which tells these things to men. And men in the clouds are excluded.

Success in business comes from doing just the obvious things, which dreamers overlook.

Salesmanship is not an intellectual pursuit.

Review your schoolmates. Mark how the brilliant men have fallen. Note where the plodders are.

Consider that in choosing men to help you.

In business, the greatest and the rarest quality is plain horse-sense.

This is the twentieth of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.



What's the matter with your business?

Health* is receiving an unusual amount of unusual attention in the pages of *The American Magazine*. Successful doctors† have been persuaded to loosen up and to talk freely about things once regarded as professional secrets.

Health is not a private, personal matter; it is really a business matter.‡ A vast deal of nonsense is being talked about doctoring. It is time that the men who really know should speak out and give us a few plain words of advice.

They have done so. The results have been miraculous. They have turned medical traditions upside down.

* "What You Should Know About Pneumonia," by Arthur R. Reynolds, M. D., in January.

"Why Men Are Bald," in February.

"Those Rheumatic Twinges," in June.

† "Better Doctoring for Less Money," by Richard C. Cabot, M. D., in April and May.

"When Is a Man Drunk?" by Edwin F. Bowers, M. D., in April.

‡ "How I Doubled My Life," anonymous, in March.

"A Tip to Men in Middle Life," by Thomas Kane, in August.

"Why You Tire Out—And How to Rest Up," by E. G. Martin in December.

These health articles which will give you a good idea of the new line The American Magazine is following, ought to give you a new idea about your business.

Business health is receiving attention.

There are better ways of selling goods, of hiring salesmen, of selling service.

There are better ways of advertising, better ways of choosing advertising mediums, better advertising mediums to choose.

These bear the same relation to what ails a business as Dr. Cabot's trenchant articles bear towards the cost of doctoring.

We call your attention vigorously to the fact that the medium you have so long known under the name of The American Magazine has undergone a change between cover and cover, and becomes a very different thing in its vitality and its hold upon human interest, but that its name remains still

The **American** **MAGAZINE**

LEE W. MAXWELL, *Advertising Manager*
381 Fourth Ave., New York

The Bell Ringer

NUMBER OF THE
LADY BUREAU
OF CIRCULATION

New York Tribune

ADVERTISING GAINED
FIRST TWO MONTHS

No. 22.

SATURDAY, NOVEMBER 4, 1916

Price Two Cents

Gimbel's Advertising Barred from The Tribune

Big Department Store's Continued Misrepresentation of Values Disclosed in a Startling Sunday Article by Samuel Hopkins Adams Proves That

The Tribune Is Keeping Faith With Its Readers

Many who had watched with more or less concern one after another advertising falderal turned away from The Tribune received with shocked surprise Samuel Hopkins Adams' exposure of Gimbel Brothers' advertising practices.

Of course, there are lots of men who feel the public, but

the public, would

faith with one loaded thousand readers who know that anything which appears in The Tribune can be believed.

The Tribune has put its hand in the soil, and it has not come up empty, as it took root. There may be more stones in the furrow; we hope not, but if so, they will surely be tilled up with the soil. The Tribune has surveyed its field, and it is going to plough within the limits of that survey.

There are a few advertisers who, of a large number of readers,

in small circles throughout the country, are to be fed. The

In Detroit, Cleveland, Chicago and Milwaukee, the Bell Ringer is informed, comment was almost equally as good and favorable as it was in New York.

The trade papers, particularly the Daily Trade Record and Women's Wear, interviewed the advertising managers of the leading stores of New York. While few permitted their names to be used, the comment was almost wholly in favor of The Tribune.

"The public has to be fed." The continued existence of such a class of merchandisers is no triffling reason for The Tribune's campaign. In fact many well known advertising managers did not hesitate to say that there was but little room for a class-cp, and now was the time to do it. Both in department stores and in newspaper staffs it was commented that the quality of representative value increased, if the stores can hope to maintain their reputations well, the consumers

Ad Men Indorse Tribune

National Advertising Council of the

New York Tribune, Inc., of New

APPROVED

SAMUEL HOPKINS ADAMS' recent article dealing with Gimbel Brothers advertising misrepresentations created a sensation among Eastern business men.

Most of them approve of The Tribune's campaign. A few do not. You'll find the comments of both in the November issue of The Bell Ringer, The New York Tribune's private publication. Interesting reading—very!

A limited number of extra copies have been printed. They will be sent while they last to readers of Printers' Ink who request copies on their letterhead.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements.
Member A. B. C.

Tribune Service

Want Ads That Also Sell the Goods

How Some Companies Advertise for Men and Create a Market at the Same Time

By Newton A. Fuessle

THE want ad that hides its face in shrinking, shame-faced humility in our public prints is nevertheless the esteemed forefather of modern copy. And, whether it likes it or not, the proud copy that, clad in the glad color-page raiment of the centre-spreads of the big weeklies, has to acknowledge its ascent from the cheap and common progenitor that still helps pay the overhead of many a daily newspaper.

In view of this relationship, it is altogether fitting that some of our purse-proud corporations should rescue some of their own cries of "help wanted" from the cramped confines of classified columns, and expand them into genuine examples of display copy, occupying tidy chunks of space, surrounded by fine borders, written by high-salaried copy-writers, and placed by haughty agencies.

There are some interesting examples of these want ads, expanded and embellished into really modern copy. Some of them serve a three-fold function. They advertise for help. They build good will. And they sell the product of the organization.

The Loose-Wiles Biscuit Company is rapidly getting into this class of advertisers who aim at all three targets with a single piece of copy. It is almost there. As yet it still follows precedent and advertises for help in the classified columns of the New York papers. But it buys a respectable amount of space for the purpose, and makes a definite effort to emphasize the fact that its employees work under sunny, sanitary conditions—thus building good will and giving the public a glimpse of how its product is made.

"Girls," runs the caption. And

the copy: "Pleasant employment under sunshine conditions.

"You can earn from \$7 to \$12 per week; lowest wages to start \$7.

"Excellent ventilation; good light; first aid, rest, and reading rooms; meals at less than cost."

A nicely depicted picture, in other words, of the Sunshine Biscuit Works of the Loose-Wiles Corporation. A clever boost for the product itself. An appetizing picture of factory conditions. And the whole but a short step removed from the kind of copy that makes the three-fold bid in finished manner for help, for good will, and for buyers for its product.

TELEPHONE COMPANY USES WANT ADS TO INCREASE GOOD WILL

The New York Telephone Company has become quite addicted to an effective presentation of its "help wanted" advertisements. It uses a space covering six inches by two columns, artistically set, and illustrated with drawings. The effort here is right in line with the Bell System's good-will-building advertisements that have been appearing for years in nearly all of America's publications. This method is well in keeping with the company's effort to hire girls of high grades of intelligence. And it conveys to the reader an effective and convincing picture of the conditions under which the operators work.

"We Are Looking for Intelligent Girls," is one of the recent captions, "between the ages of sixteen and twenty-three, who would like to have independent incomes.

"To such girls telephone operating offers excellent opportunities," continues the copy. "It assures good pay, steady employ-

ment, and working conditions that are healthful and congenial. . . . Salaries paid while learning."

Here the want ad is dignified and exalted into a thing not only of beauty, but of real economic argument as to the desirability of going into the employ of the New York Telephone Company. The ad cannot fail to correct any impression that may exist that the "hello girl" is an underpaid, slave-driven, exploited victim of a system. It embodies excellent good-will-producing copy influence.

"SELLS" PRODUCT IN GETTING DEALERS

Want ads that fill the best part of a newspaper page have recently been published by one of the motor manufacturers. The effort here has been to sign up new dealers. The copy was "help wanted" copy, developed and expanded into impressive space proportions and arguments.

"Opportunity Knocks" was the caption over one of the most striking. The copy ran in part as follows:

"The enormous profits that are being made in the automobile industry are riveting public attention upon this business.

"The storm of approval that greeted the new (name of car) makes it possible for the (name of company) to extend its marketing facilities at this time.

"I am about to make arrangements for _____ representation in (name of town).

"The man who qualifies to share the responsibilities and profits of this new dealership will be handling a competition-cleaving car.

"This car will do everything that has been claimed for it in print.

"It is making successful and prosperous merchants out of hundreds of young men who were eager to make the right start in business.

"Hundreds of these cars will be sold with very little sales effort in this territory, at a good profit to the dealer, this year."

The foregoing paragraphs make clear the three-fold character of

this series of glorified want ads. The copy aimed first at getting dealers, second at building good will for the manufacturer, and third at selling the motor-car to the public.

Note too the subtle appeal to the rich man who is looking for the best way to set up his son in business.

Here are some excerpts from another advertisement in the same series:

"The _____ line pyramids dealers' profits.

"Riches await the man who gets into the automobile business, as a dealer, at the opportune moment.

"The sharp demand for the _____ line, coupled with vastly increased production facilities, make it possible for us at this time to extend _____ marketing facilities.

"We must make arrangements for _____ representation in _____.

"We can pursue one of three courses: 1. Open our own selling branch in (name of town). 2. Give the _____ agency to someone already established as a dealer in (name of town). 3. Place the _____ line in the hands of some competent and responsible member of your community.

"The last course is the most desirable.

"For the business man who wishes to get into the profitable automobile business — for the young man of aggressive nature and proper reputation who wishes to enter business and become a real automobile merchant, the present chance offers an extraordinary opportunity."

This advertisement, of course, was signed by the distributor for the car who controlled this particular territory. And, by this method, hundreds of high-class dealers were added to the sales organization of this company.

Here, again, is an aggressive want ad with a powerful tug in it. "If You Mean Business, Talk to Mr. _____ To-day" ran the heading.

"I am not trying to sell a pig in a poke," ran the copy.

A National Farm Paper in Canada

IN CANADA THE FARMER'S MAGAZINE has a national

circulation, secured by persistent circulation work carried on in every province of the Dominion. The scope of its contents is nation-wide. In both the character of its contents and the extent of its circulation, THE FARMER'S MAGAZINE is distinctive among Canadian farm publications.

Circulation is obtained by advertising and by salaried solicitors. Premiums are not used. Every subscriber pays cash and full price—\$1.00 a year. Circulation of this quality is most valuable from an advertiser's point of view.

THE FARMER'S MAGAZINE is edited for the progressive type of Canadian farmers—farmers of means and enterprise. By reason of this fact its subscribers are a select class. This signifies two things: Purchasing power and farming initiative. Thus advertisers using

THE FARMER'S MAGAZINE

have access to a class of prospects at once able to afford (Monthly) every kind of equipment, improvement or reasonable indulgence, and favorably disposed toward every proposal calculated to advance them in efficient farming and comfortable living.

WOMEN READERS of THE FARMER'S MAGAZINE find in this farm paper much of great appeal to them—this since the associate is a woman—a farmer's daughter. House plans and furnishing, apparel, kitchen affairs, feminine farm employments, produce marketing, mother interests and cultural aids receive much attention in every issue. So farmer's wives and daughters are prepared for the proposals of advertisers supplying their wants and needs.

WHAT subscribers to THE FARMER'S MAGAZINE do to-day, their neighbors do to-morrow. This is amply supported by known history. Hence it becomes of strategic importance, and is economical withal to sell to the class of farmers subscribing to THE FARMER'S MAGAZINE.

The cost of space in THE FARMER'S MAGAZINE is indicated by its minimum page rate (12 insertions), which is \$58.80. Type page measures $2\frac{1}{2} \times 10$ inches x 3 columns. Advertisements have next reading matter positions.

In any choice of Canadian farm papers, THE FARMER'S MAGAZINE is wisely made a "must" medium—this because of the class of its subscribers and of the nation-wide diffusion of its circulation. The December number (issued Dec. 1) should be used by all advertisers having special Christmas proposals to make.

Send for specimen copy and rate card

MacLean's Fourteen Publications

Grouped according to class are as follows:

Six Retailers' Newspapers

The Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Bookseller & Stationer
The Sanitary Engineer

One Commercial Newspaper

The Financial Post of Canada

Five Technical Mediums

Canadian Machinery
The Power House
The Canadian Foundryman
Marine Engineering in Canada
Printer & Publisher

Two Magazines

MacLean's Magazine
The Farmer's Magazine

Copies and advertising rates on application

The MacLean Publishing Co., Ltd., Toronto, Can.

Montreal, Winnipeg, New York, Chicago, Boston, Cleveland and London, Eng.

IN THE LAST FIVE MONTHS

(June, July, August, September, October)

The Evening Mail

Has Gained in Advertising Volume

421,948 Lines

This is a greater volume of gain in advertising than was accomplished by

Any Other New York Evening Newspaper.

The Gain made by The Evening Mail was greater by 30,862 lines than its nearest competitor.

***THE RECORD**

(In Columns)

MAIL	Second Paper	Third Paper	Fourth Paper	Fifth Paper	Sixth Paper	Seventh Paper
June	330	306	144	274	85	165
July	215	210	114	80	108(L)	8(L)
August ...	434	385	265	313	129	139
Sept.	211	205	146	74	61	36
Oct.	254	232	256	7	228	13
Totals	1444	1338	925	748	395	345
						97(L)

* Where losses occurred, the letter "L" is placed beside the figure.

THE EVENING MAIL

led all of the New York evening papers in volume of gain for

June, July, August and September.

It was distanced by only two columns in the fight for the leadership in October. The paper that took the lead is a seven-day classified medium, fifty per cent of its advertising being of this character.

On display advertising The Evening Mail was still far in the lead.

Why The Evening Mail Is Leading.

Increasing circulation; the retention of the great purchasing power circulation which it already possessed; an improved newspaper with both the Associated and United Press news services, and the great cartoonist Goldberg.

The Evening Mail is the fastest growing newspaper in New York.

(The new location at 25 City Hall Place, obtained to take care of increased advertising and circulation and equipped with new presses and all other modern machinery, is the most complete newspaper plant in New York.)

"I'm dealing in a car that has captured the attention of all motordom and focused the most searching scrutiny of the experts.

"The new _____ puts motor might where it belongs — into the harness of uncompromising operating economy.

"By keying up the operations of his great factory to a 1916 output of 40,000 cars — made history.

"At the car's unveiling, 600 eager merchants stepped in and bought. The whole transaction aggregated \$22,000,000. It was like Wall Street when the bulls are loose.

"I bought \$1,000,000 myself. And I need them—for the new _____ at \$1,050 has multiplied prospects in this territory by six.

"I need a partner in (name of town)."

GOOD VALUE FOR RESOURCEFUL
ADVERTISERS

In the search of advertisers, great and small, for the new slant from which to address the public regarding their products, it seems strange that more have not dug up the old "help wanted" idea for expansion and exploitation into the real values that reside in it. Advantage of its possibilities may be taken by any concern that needs anyone from a new office-boy to a new territoryful of dealers.

"Help wanted" copy, rightly treated, can help build an organization and sell its goods at one well-shot blast. This double-barrelled form of copy is coming into greater vogue all the time. It is justified at once by the richer harvest of applicants for a given job that it brings in, and by the hammering home of the name of the advertiser and of his brand of merchandise, the big, fundamental idea on which the whole psychology of advertising rests.

The New York *Telegraph*, especially in its Sunday issues, is loaded with examples of the Rialto's ability to see the effectiveness of expanding and featuring the "help wanted" idea. New

York's actors in quest of engagements need not resort to the magnifying glass to scan the formal and forbidding desert of classified advertising columns. From page after page looms the S. O. S. of producers in need of thespian talent.

"Wanted—Nifty Singing and Dancing Team," runs the caption of a typical example. "Boy and girl who can wear clothes, sing and dance, for Irving Berlin's wonderful musical success 'Watch Your Step.' Apply at once," etc., etc. The generous purchase of space and the generous use of imposing type-fonts bring the job that much closer to the jobless twain of nimble feet, and the name of the "wonderful" new "musical success" billed to open on November 6 that much closer to the attention of all the readers of the paper.

PRINTERS' INK itself is a medium that has done much to pump life and pulling power into the dry bones of the want ad of yore. Page after page in issue after issue of the publication for which I write this article reveal striking examples of the quest of the man for the job and the job for the man. Some advertisers, of course, still content themselves with preparing scant copy for the classified columns; but more and more purchasers of want-ad space are seeing the light and taking a page or two instead of a line or two in which to make known their wants.

Vanderhoof Staff Additions

John A. Butler, formerly of the H. W. Kastor & Sons and Nichols-Finn agencies, has joined Vanderhoof, Condict & Comrie, of Chicago, to take charge of the copy department. H. P. Fulton, formerly with Verree & Conklin, and D. R. Davis, formerly of Mallory, Mitchell & Faust, have been appointed representatives.

New Cleveland Advertiser

The Mathews Manufacturing Company, Cleveland, maker of garden-craft furniture, arbors, trellises, etc., is planning on a campaign for 1917 in class publications of the garden and home-decoration type. The advertising will be handled by the Powers-House Company.

Helping the Mailing Piece Reach Right Department

Why Not Make Better Use of Salesmen Who Know Personnel of Customers?—More Attention to Mailing Lists Is Quite Essential, Especially When Large Concerns Are Addressed

By W. M. Findlay
Of the Willys-Overland Company,
Toledo, Ohio

THE morning's mail had just been distributed in the office of a big manufacturing company.

An attractive folder that stood out from the "Incoming" basket of the advertising department quickly claimed the attention of one of the copy-writers.

"Clever idea, this," he remarked, as he passed the folder over to the house-organ editor after a hasty perusal, "I'm going to file it away."

"File it under 'What Not to Use,'" advised his friend.

"What now, Old Critic?"

"This folder was sent here to sell factory belting, wasn't it? It got side-tracked, then, for I can't find the receiving stamp of either the purchasing department or the factory superintendent's office on it."

"And I wonder how this good piece of advertising matter got side-tracked," continued the house-organ editor, "for on looking it over it does seem to have the punch. Let's find out. It will be well worth our while."

The address side of the folder supplied the answer: It was addressed "The Blank Manufacturing Company."

Now "The Blank Manufacturing Company" has an office staff that numbers close to 1,000, not to mention a good 200 factory foremen and sub-foremen, any one of whom might be the proper person to approach on the subject of power belts.

Further investigation disclosed the fact that a considerable quantity of direct advertising material gets side-tracked in the of-

fice of the company, just because it is not properly addressed. The mailing department of this large organization, like a great many of its kind, receives each day as much mail as many large-town post-offices.

"In many cases our sorters have to guess which department to send mail to," said the head of the mailing department. This piece was sent to the checkers in the advertising department because it appeared to be a magazine of some sort."

And from the checkers it was forwarded to the copy-writers together with some house-organ exchanges.

Of course, it should have been apparent to anyone that its proper destination was the purchasing department or the factory superintendent's office, and it should have been readdressed by the checker for internal mail distribution. But she had "other fish to fry." Her attitude was "she should worry"; from her standpoint it was "only an advertisement."

CONSULTING WITH SALESMEN MIGHT PREVENT THESE ERRORS

The sad part of this instance is that the folder in question came to an organization where every salesman calling gets a hearing, and where all mail matter received gets attention. Had this folder gone to the purchasing department or to the factory superintendent's office it would have received deserved attention, for the policy at this plant is "we're interested in anything that can save us money."

Another big manufacturing company in the same city changed its name several years ago when new capital took over the business. Yet a great deal of the direct advertising material received is addressed to the old company.

There's reason to believe that the wrong address may rub the fur of the officials the wrong way, too, particularly such of this material as reaches the advertising manager's desk, for the company is a big national advertiser.

Matter addressed to the officials



UR services may possibly cost you a trifle more than you are at present paying but we are sure they will represent final economy for such accounts as we are willing to undertake.

We have here an ORGANIZATION that is proud of the INDIVIDUALS who compose it.

Meet the men—find out who they are and what they have done.



**CORMAN
CHELTENHAM
COMPANY, INC.**

11. East Thirty-sixth Street, New York
Established 1897

of the old company, long since departed, and material addressed to officials who have been dead for several years is also frequently contained in the mail.

Many big business houses—national advertisers, too—frequently receive mail addressed to the wrong city, thanks to the post-office clerks,—mail that is addressed from a permanent address stencil.

This latter fact indicates just how young and indifferent are the clerks who have charge of many mailing lists. If there is any uncertainty about it, Attleboro, Mass., will locate any jeweler manufacturer, according to their way of thinking, and Brockton, Mass., will find any manufacturer of shoes.

HOW MAILING DEPARTMENT MAY BE IMPROVED

The remedy is simple—a little more attention paid to the mailing list—a little personality injected, if you will.

In the majority of cases direct advertising material is used either as a follow-up or a forerunner to a salesman. The salesman knows, or can find out, the name of the millwright or factory superintendent who recommends which "belting" to use, or the name of the purchasing agent or assistant purchasing agent who buys it. Surely there is some member in every office organization who reads the trade news; someone who keeps in touch with changes in firm-name and in the personnel of customers' organizations.

Couldn't the salesman covering the territory or the man who keeps in touch with trade news be induced to go over the mailing list two or three times a year?

To imagine a salesman telling his whole story to "Miss Information" in the outside office, or to one of the checkers in the advertising department, is too ridiculous for consideration. But that is exactly the type of audience secured by a big percentage of the direct advertising matter addressed to big business organizations—absolute waste because it bears a "blind" address.

What Is the Proper Method of Figuring Turnover?

A Review of Some of the Practices in Use—The Old Practice of Dividing Total Sales Over a Given Period by Cost of Stock Is Fallacious in the Eyes of Experts

LOUISVILLE, Ky., Oct. 17, 1916.

Editor of PRINTERS' INK:

Will you please answer through the columns of your publication the following questions:

What is the proper method of figuring capital turnover, also stock turnover, and why?

THE OTIS HIDDEN CO.

PRACTICE in figuring turnover varies so much, even among the most competent business houses, that PRINTERS' INK cannot undertake to say dogmatically what is the proper method. However, we can tell what the customary practice is and point out what the tendency seems to be.

Let us take the question of stock turnover first, as it is the more important. There are several methods of figuring it in practice. The users of any particular method claim that for their purposes it is the most satisfactory. They say that the vital thing is not the system used, but that the rate be determined in some consistent way.

Perhaps the method most generally in use is to divide the sales (at selling price) by the average inventory at cost, the result being turnover. For example, if the stock of a store, figured on the average for the year, were \$10,000 and the year's sales were \$100,000, the stock would have been turned ten times, according to this method of figuring. Some of the most successful of the chains, many department stores and the majority of independent merchants, who go into the subject at all, use this system. It is an easy, quick way of arriving at a result. That is why it is so generally preferred.

But the new school of retail au-
(Continued on page 45)

The "Silent Vote" Wins!

IN any election in which the voters of the country have a voice, it is the "silent vote," the indeterminate factor, that decides.

In the railway field, the "silent voters" are the subordinate officers in the several departments. To the candidates, the manufacturers of railway equipment and supplies, they are an almost unknown quantity. They differ from citizen voters in that only a small percentage of their names are recorded in lists that are subject to public inspection; but both are identical in that each must be educated.

Citizen voters depend partly on oratory, but largely on literature, for the facts which guide them in casting their ballots. In the railway field the "silent voters" rely almost altogether on the printed word, because they are not accessible to the campaigners.

Therefore, those who are ambitious to sell to the railways should so warp their plans that their arguments may be placed before the several thousands of men, "silent voters," who cannot be reached in any way other than through the papers they read. And since these papers are all published by one concern, the problem is very simple.

Our services are at your command.

Simmons-Boardman Publishing Co.

New York

Chicago

Cleveland

Washington

The Railway Age Gazette, Railway Electrical Engineer, Railway Mechanical Engineer, Railway Signal Engineer are Members of the Audit Bureau of Circulations. The Railway Maintenance Engineer has applied for membership in the A. B. C.

20 cents the copy

beginning the
February 1917
issue

Cosmopolitan

\$5 a line, \$2000 a page

beginning the
April 1917
issue

Cosmopolitan

The new rate is based on
a guaranteed circulation of
1,000,000 copies a month,
100% net paid.

All advertisers who have used Cosmopolitan
in the new size and all new advertisers who
use space in the January, February or
March issues, will be entitled to the present
\$4.50 line rate and the present \$1750 page
rate, up to and including the August 1917
issue.

*Merchandising Difficulties

Factory Difficulties

Faulty Merchandise.
Unsightly Package.
Unattractive name.
Inadequate Trademark.
Delayed Deliveries.
Unsatisfactory
Prices or Terms.
Indifferent Sales
Force.

Jobber Difficulties

Substitution.
Private Brand of
Jobber.
Too Many Lines.
Lack of Enterprise
Not a Creator of
Business.
Lukewarm Sales
Force.

Dealer Difficulties

Failure to let con-
sumer know he
has the goods.
Failure to adver-
tise goods.
Failure to display
goods.
Substitution.
Price Cutting.
Inadequate Stock.
Lack of Enter-
prise.
Inefficient Clerks.

Consumer Difficulties

Habit.
Bargain Hunting.
Misunderstanding
of Goods.
Lack of Confidence.
Mail Order Buying



Factory Difficulties

Lack of Jobber
Demand Due to
Lack of Dealer
and Consumer
Demand.

Jobber Difficulties

Lack of Dealer
Market Due to
Lack of Consumer
Market.

Dealer Difficulties

Lack of Consumer
Demand and Ac-
ceptance.

Consumer Difficulties

Lack of Knowledge
or Desire, due to
inadequate or in-
efficient advertis-
ing.

Ask

Mallory, Mitchell & Faust

(Inc.)
Advertising and Merchandising Counsel

Security Building - - Chicago, Ill.

Established 1904



* Reproduced from "Modern Merchandising," a book published and
copyrighted, 1915, by Mallory, Mitchell & Faust.

ditors claims that this system contains a fallacy, which is dangerous. They show that a portion of the sales represents margin and cannot rightfully be counted in in figuring turnover. They insist that the margin must be deducted from the sales, before the true rate of turnover can be established. Supposing in the example above mentioned, that the gross profit on sales averaged 30 per cent. Deducting this from \$100,000 would leave \$70,000, or the cost of the merchandise sold. Dividing this by the average inventory of \$10,000 would give a quotient of seven, or the actual number of times the stock was turned.

Other auditors arrive at this same result by a different process of figuring. They take the average inventory at the selling price, and not at the cost, and divide the sales by this. For instance, merchandise that cost \$10,000 delivered, after being marked up to sell for a profit of 30 per cent on sales, would inventory at about \$14,285. Divide \$100,000 by this and the quotient would still be seven. It might be said in passing that the practice of taking retail inventories at both cost and selling values is growing.

Logic would appear to be on the side of those who advocate the two methods of figuring last described. These two systems are rapidly coming into more extensive use.

HOW MERCHANTS MAY BE DECEIVED

It has never occurred to many of the merchants who arrive at their rate of turnover by dividing sales by the inventory, at cost, that their method of figuring gives them a higher rate than actually holds. Others who use this system, such as the chains and department stores, are not letting the figures fool them. They follow the method, merely as a matter of convenience and in order to have some uniform basis of figuring. They know, however, that part of the rate represents a turn on gross profits and not on stock.

This whole question of turnover is comparatively new and it is no wonder that there should be some disagreement as to the most accurate way of figuring it. Except in well-systematized establishments, it has been, in the main, a matter of guesswork. The figures were largely based on estimates. The chief difficulty has been the lack of a reliable stock-keeping system. Most merchants have no way of telling what their average stock is. They estimate it to be so-and-so, but obviously this can be only approximate. Inventories are usually taken after the first of the year, when the stock is at its lowest or in July, again when it is below normal. However, better methods of accounting and some system of perpetual inventory will overcome this difficulty.

Many merchants who have systematized their methods are now figuring turnover monthly, just as their trial balance is taken every month.

It is not quite clear what information our correspondent wants about capital turnover. As a general rule, the number of times the capital invested in a business is turned is not figured. In the mercantile business it would be a difficult matter to arrive at. So much of the capital invested in a business is really not turning. It is in fixtures, the delivery outfit, accounts and bills receivable, cash on hand and so forth. So the auditor usually contents himself with finding out what percentage of profit the capital earned.—[Ed. PRINTERS' INK.

Western Trade-Papers Appoint Eastern Agent

The Whiting Special Agency, New York, has been appointed Eastern advertising representative of the *American Paint and Oil Dealer* and the *American Paint Journal*, St. Louis.

Thos. W. Garvin With New York "Tribune"

Thomas W. Garvin, for four years secretary of the Cleveland Advertising Club, has resigned to join the staff of the New York *Tribune* in an executive capacity.

Sincerity as a Curative of Ailing Copy

It Breeds the Readers' Confidence and Leads to a Discovery of Better Copy Angles

By Dudley A. Bragdon

I HAVE a pet theory that too many of us, when we decide to think or talk about copy, are over-anxious to jump into concrete and visible examples of what constitutes good copy and what constitutes bad copy. We think in terms of the printed advertisement and the well-turned sentence instead of what has gone before to give the soul to that advertisement and make it possible, or, as sometimes happens, impossible.

To my way of thinking, the advertisement *per se* is only a cough. We are interested in what is back of the individual cough. Therefore, I am not going to show you slides in which I will display some of my advertisements as examples of perfectly good copy and reproductions of other fellows' ads as horrible examples. I am not going to prove myself an advertising man by doing that which advertising men do best—criticize copy. As men you are too big, and as a subject copy is too broad, for us, in this inspirational talk at least, to be satisfied to bind ourselves down to copy-vivisection.

So let's get down to one phase of copy fundamentals, and forget the cough. That word "fundamentals" gives me pause for one more interjection before the train pulls out. PRINTERS' INK has been running a discussion anent the dearth of the discussion of advertising copy in meetings of advertising clubs. It is a fact, in my opinion, that in the last few years copy has been submerged. The fault of this lies with advertising men themselves, and particularly with advertising-agency men. Time was, when copy was the one

thing agencies boasted about. It was made the only big thing in a campaign of advertising. It was made so big that, like the toad that tried to swell to the proportions of a cow, it burst. Yet the toad, as a toad, was a perfectly good piece of machinery.

This making of copy super-prominent, being fundamentally false, copy was incontinently wiped off the horizon by some advertising men who were trying to see the whole landscape with one eye closed. So in proving that copy was not the whole thing in an advertising campaign, they all jumped to the conclusion that it amounted to nothing in an advertising campaign, and then, like sheep, the great herd of agencies began taking the hurdles of merchandising and dealer influence, the trade-conditions study, etc., while poor little copy lay squalling on the floor, a neglected child of advertising, considered somewhat necessary, but purely a commonplace asset.

SUPERFICIALITY TO BLAME

Now do you know why copy, from being over-prominent, fell to its low estate? Because advertising men did not appreciate what should be put into copy and, besides their effeminate fondness for following new styles, they had been looking on copy writing as a space-filling function, an eye-compelling job, a reason-why, argumentative essay or a fine chance to put an artist to work. They didn't realize that copy is inseparably bound with all of these things that I have been talking of. They did not get down to fundamentals. They did not think back of the printed page or consider anything but that the advertiser's O. K. was the finest piece of work on a whole page of

Portion of address before St. Louis Advertising Club.

*"A Cry for Help"*

People instinctively turn first to what they know is attractive and pleasing.

In your club, in the parlor car, in the homes where people spend \$5 a year for a weekly periodical of attractiveness and entertainment, you'll find Judge turned to first by every one who gets a chance to read it.

For Judge is frankly not concerned with anything but giving its readers a good \$5-a-year's worth of real enjoyment—real humor, attractively illustrated.

This policy is welcomed by 125,000 who pay us over \$600,000 a year to receive Judge every week. Judge has the largest subscription circulation of any humorous periodical in the world; and both subscription and newsstand circulation are steadily gaining.

In proportion to actual circulation, Judge has much the lowest rate in the humorous field.

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

Member Audit Bureau of Circulations



Federal

welcomes

John Lee Mahin

to its New York staff

December 1, 1916

Mr. Mahin's great contribution to Federal Service will be the application of National Advertising to the salesmen's performance.

"Put it up to men who know your market"

FEDERAL Advertising Agency
NEW YORK CHICAGO

copy. If they had gotten down to bedrock, they would have seen that copy must be boiled in the same pot with merchandising knowledge, a study of dealer influence, of trade conditions, buying ability of public, distribution, etc. Copy is a part, but not the whole, and yet, to be a valuable part, it must be built on a vision that sees the whole. If this be true, then we have got to be able theorists as well as able penmen in order to write good copy. And if that be true, then, all the pragmatical copy critics and writers to the contrary notwithstanding, in the discussion of copy, theory and analysis must have their place as well as consideration of the finished technical result.

This brings us absolutely down to the matter of sincerity in copy. Now the first thing you will think of when I speak of sincerity in copy is that I mean that you must *sound* sincere. That your words must be so chosen that the reader will think you mean what you say. That is what I have heard some advertising men express as their definition of sincerity in copy. In other words, the establishment of a style of writing—get that word *writing*—which sounds convincing. Besides being a fine asset, the ability to write is a dangerous gift to any copy-man. It is the best little surface concealer of that product of mental laziness—ignorance—but it doesn't sell goods. It doesn't produce sincere copy. It is as transparent as vaseline on a shiny nose. Plausibility lies at the end of a pencil. Sincerity springs from the root of knowledge and you can't get away from it.

That's what I mean when I talk about sincerity in copy. It comes only from knowing your subject, and knowledge of your subject comes only from hard digging. Knowledge of your subject doesn't mean only that you know what your article is—how it is manufactured and what are its obvious selling points, though heaven knows many a copy-writer dashes off copy without even knowing that much. You've got to find out, besides this, what the public wants;

not by sitting in your two-by-four office and deciding that you can make the public want a thing, but by going out and finding out what it wants by talking to it personally. By talking to dealers—discussing things with them. Finding out what the public buys, why it buys and what it says when it buys. You have to talk to the manufacturer and find out from him and from what he says, what the spirit of his intention is in putting that article on the market as well as what are the technical methods by which he makes that article. You have got to be honestly convinced by these investigations that you have in this article something that supplies either an active desire or a fundamentally sound need. You have got to be sold on the article before you can sell anybody else on it. You cannot sell yourself from within yourself and merely for the sake of filling six inches double-column space with words. You have got to sell yourself honestly and sincerely as a thinking human being, entirely separated from pay-check or agent's commission.

THE ALL-ESSENTIAL KNOWLEDGE OF PRODUCT

In my opinion, *no man can write successful and sincere copy unless he has learned more about the article and its ramifications than the manufacturer himself knows.* I don't mean by that that the copy-writer has to know more about manufacturing processes than the manufacturer—that would be ridiculous; but I do mean that he has to have looked at it from a broader standpoint than cost of production—so much profit—so much distribution, etc.

In my opinion, no man can write successful and sincere copy unless he has made himself an historian on all he can gather which has been said and thought about that article itself, about articles similar to it and the component parts of that article. Not only that, but he must know in what relations its properties and uses have stood to mankind to date. You have got to absorb all

these things, in my opinion, before you think of one piece of copy, one clever head, or one pretty picture. If you think copy before you digest fundamentals, you will give yourself a mental twist that will develop into a crooked road. I say *know* all these things. I don't mean that you have to write them all, but I say *learn* them, *absorb* them, *digest* them, and out of this mass will come *sincere copy*.

And further, it will give you what you will fondly call self-created new angles. I don't believe that new angles of copy come from within the copy-writer himself. We are none of us original by process of our own mental creation. Originality is only a case of vision that reaches a little farther than somebody else has seen; and the spy-glass that gives us this lengthened vision is purely and simply a case of applied knowledge through study and good, hard work.

I will tell you frankly that I believe a whole lot more in *perspiration* than *inspiration* in producing good copy. Too many of us sit right down and write copy as soon as the request comes in. We make up a startling heading, grab some words out of the circumambient atmosphere and go to cutting vocabulary didos; then a perfectly good artist works in a pretty picture and we think we have an ad.

Shame on us. We have only skimmed the surface. I will wager if somebody changed the product on us, the only change we would have to make in our copy would be to change the name of the product. And yet every article, like every human being, has its own individuality. Every manufacturer has his own specific ideals. Are these things reflected in the copy? No. The only individuality shown in this kind of copy is the peculiar style of the writer. The fact of the matter is, we are too anxious to be good fancy skaters, sometimes, to ever bother with learning to swim.

You know the story of the doctor who could cure fits. That was

all he could cure, so when he got a patient he threw him into fits and cured the fits.

We are all in danger of trying to throw our customers' copy into fits when we get too lazy to search for the fundamentally proper remedies. We are on the surface. We write the same kind of copy for green peas as we write for preserved figs. The appeal to taste. The pretty picture of the family gathered around the table; the slogan of "careful packing to keep all the goodness in" and so forth *ad nauseam*.

But if we dig into the subject of preserved figs we will find stuff for copy that no one ever thought of before. There's the difference between imaginings and imagination—between "bunk" and sincerity. People are constantly talking about the idea that a copy-writer must have a vivid imagination. He must have imagination—but that's not imagination in the generally accepted sense of one who makes something out of nothing. He must have the imagination which gives vision. The vision to see beauties in facts. The same kind of imagination that the scientist must have in order to make scientific discoveries. Imagination based on knowledge of things as they are.

KNOWLEDGE BREEDS ENTHUSIASM

Now somebody will say if you begin to dig too deeply into things as they are you will write prosy copy. I tell you, the man who writes prosy copy is the one that is skimming the surface and who has but a vague idea of what he is writing about. You know perfectly well that when a man knows a thing or a subject and knows that he knows it, he can talk or write in a much more interesting manner than the fellow who is always looking around to see if somebody is not seeing through his ignorance.

It is the man who doesn't know his subject who has overworked that dear old word "best." It is the man who doesn't know his subject who needs only one dictionary and that a dictionary of superlatives. Superlatives are



Punch!

The word has been used so much that it has pretty nearly lost its own punch.

Well, what *is* punch, anyhow?

It's what some people can put in their fists, some others in their speech, and some others in their copy.

It's what you have said a dozen times is lacking in your own advertising.

It's what is in every piece of advertising that makes a hit with you.

It's what you think you get when you have squirted in a pet phrase of your own.

It's what very few advertisers can recognize when they see it, or have stuffing enough to print when they do recognize it.

It may be in the words or in the thoughts those words suggest. It may be in the picture or in the impulse the picture promotes.

Yes, punch is the big thing in advertising copy—but *copy is the last thing, too*. The first thing is the plan—and punch can be put in the plan as well as in the copy.

You're right we know how to do it!

Hanff-Metzger

INCORPORATED

Advertising Agents

Jos. A. Hanff, President

Geo. P. Metzger, Vice-President

95 Madison Avenue, New York

like cussing. They are used to hide either a limited vocabulary or crass ignorance. Insincerity is father of the commonplace and sincerity is mother and father of so-called originality. So I say, when the man is chockful of his subject after all the investigation of which I have spoken, he will write copy—he can't help himself, because he has something to say. He is bubbling over with what he thinks are his own ideas. They are not original ideas. They are synthetic products based on previous analysis. His copy may or may not be brilliant copy—that all depends on what kind of a translator he is. But it will be sincere copy, whether it be short or long, clever or common-sense, crisp or verbose—and anybody who reads it will know that it is sincere.

THINKING NOT APT TO BEGET FRAUDULENT COPY

You can't hide sincerity any more than you can hide insincerity. That's the longest step in the direction of selling goods—besides which, it is the only kind of copy that a mentally honest man will be willing to produce. So I say to you if you want to write copy with a "wallop," don't sit down to write it with no other equipment than a pencil, paper, vocabulary and the fond desire to "put a punch in it." You won't produce anything but a fine froth of words and a lot of staccato sentences. But if you know what you are talking about and if you have any kind of writing ability, the "wallop" will come.

There is just one more thing I want to touch on, and that is the moral aspect of this question of sincerity. Let's see how it works out. A man is given an article to write about. He takes a skimmed-milk version of what somebody else says about it and goes to it. There he is fooling himself into believing that he knows that this is a fine article. Suppose it isn't, actually. That means not only insincerity, but he is helping to put over something that is fraudulent, or at least false to the public's

needs. Now suppose that he does do this investigation—does this thinking that I have talked about. It is not going to take him long to find out that there is a Sene-gambian in the manufacturer's wood-pile. When that happens, he won't write.

So we have developed this thing into a matter of truth in advertising, because truth, although it is a high goal, can't be arrived at except through sincerity. So I say, if we want to be big copy-writers, let's be big thinkers and deep students. And if we want to put truth into our copy, we must forget the schoolboy negative definition of truth as "not telling a lie" and give it that deeper, broader significance which makes it universal—sincerity.

Leather Substitute Manufacture Trebled

Manufacture of leather substitutes has trebled since the beginning of the war. This is not directly due to foreign orders for the material, however, for exports of imitation leather have increased but slightly. American manufacturers are confining their attentions almost entirely to domestic trade, believing that after the war German and English makers will be able to undersell American goods in the foreign markets, and that therefore it is best to cultivate the American trade while competition from abroad is cut off.

Two factors have contributed to the increasing use of the manufactured leather goods in this country. One is the demand and consequent high price of real leather, and the other is the growing realization of the superiority of the manufactured product over the cheaper split leather that must be used for all save the most expensive classes of work.

In consequence of this, the Zapon Leather Cloth Company, Du Pont Fabrikoid Company, L. J. Mutty & Co., O'Bannon Corporation and the Pantasote Company and others are selling much more leather substitute cloth than ever before. Much of it is going to upholster automobiles, in which it gives better service than the usual split leather and is exceeded in durability only by the most expensive top leather.

—Automobile Topics.

Fitchner Sets Up for Himself

Eugene L. Fitchner, formerly with the Barnes-Crosby Company and the Floring-McCormick Company in Detroit, has opened an office in Cleveland as a free-lance illustrator.

THE NEW ORLEANS ITEM not only leads its field: the city of NEW ORLEANS and its trading area, comprising LOUISIANA, MISSISSIPPI, and adjacent parts of ALABAMA, TEXAS and FLORIDA, but—



THE NEW ORLEANS ITEM, according to Post Office statements recently filed and published, has a greater circulation than any other afternoon newspaper in all that section of the UNITED STATES represented by the shaded portion of the map above.

Member Audit Bureau of Circulations

JAMES M. THOMSON
Publisher

ARTHUR G. NEWMAYER
Business Manager



THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893
VOL. XCVII NEW YORK, NOVEMBER 2, 1916 No. 5

How Banks Can Aid Business

A Plan to Have Financial Institutions Help in Developing Better Merchandising Among Merchants

Based on an Authorized Interview With

Edward N. Hurley

Chairman, Federal Trade Commission, Washington, D. C.

THREE is no question that in many cases efficient merchants carry the inefficient, as the banker frequently lends the money of the efficient merchant to the inefficient one.

merchants of the country are not making a profit on three of every six articles they sell. Prob'l' in reality

... a small farm that is run as a money-making proposition and not as a pastime or hobby.

"As I sense the situation," said Mr. Hurley, "a very great market will lie in the towns and the small cities. The town will be the pre-eminent unit in the future. The hamlets and villages of a few hundred people seem to me to have no future and their merchants have little opportunity for expansion because the life-blood of those little communities, and more especially the trade of those small settlements, is being drawn by means of the automobile and other influences to the cities and towns, having a population of, say, from 2,500 up. On the other hand, I believe that the very large city has reached its maximum in development.

"To my mind the well-kept, well-ordered town or small city is going to be, in this age of the automobile and the motion picture, the ideal place of residence for the American family that has

the means and the opportunity to live pretty much where it chooses. The reason is not far to seek. We are 'dressing up' in the small towns, and that means not only in the matter of personal attire, but architecturally and every other way. We do not have to go to the big cities for 'the bright lights,' because we are learning how to use electricity for illumination on our own store fronts, and we do not have to go far afield for entertainment because we have our own places of amusement open every evening in the week.

"In the new era the town is linked

YES—

And THE PEOPLE'S HOME JOURNAL reaches over 900,000 families in the medium sized cities and small towns which Mr. Hurley estimates so highly as a *future market* for manufactured goods.

Mr. Advertiser—

Do you realize that 78% of the population of the United States live in these medium sized cities and small towns?

And do you know that 94% of our circulation is located in this same territory?

THE PEOPLE'S HOME JOURNAL

80 Lafayette Street, New York

A. B. C. MEMBER



PROF. CHARLES WM. BURKETT
Editor *American Agriculturist*

I HAVE always taken a personal pride in the distribution of circulation of *American Agriculturist*, particularly that portion which goes into New York state, because from the very close touch I have with the farmers of this state I am reasonably sure that whereas we reach every fourth farmer in the great Empire State, this fourth is the best fourth, and that these farmers subscribe to *American Agriculturist* because of its value to them in their business of farming. They are keenly alive to their own business and social interests, eager to expand their markets, reduce cost of production,

eliminate waste and to live and dress better.

Very recently I caused an investigation to be made to 1683 of our subscribers, and to the question:

What agricultural paper exercises the greatest influence in your community?

I found that 62.18% said *American Agriculturist*, and I further found that there were farmers who had taken *American Agriculturist* for over sixty years. Several wrote me that they had taken the paper for thirty years or more—certainly a striking testimonial to the solidity of the old reliable *American Agriculturist*.

American Agriculturist is a weekly visitor in the homes of 125,000 substantial farmers of New York and nearby states, who take, read and fully appreciate this great agricultural journal each week.

Charles W. Burkett

Editor, *American Agriculturist*.

ORANGE JUDD COMPANY
315 Fourth Avenue, New York City

United Drug Company Wins Fight to Register "Stork"

Patent Office Modifies Ruling on Trade-Names in Corporate Titles

THE law regarding the registration, as a trade-mark, of a word which forms part of the corporate name of some other concern, is undergoing a process of clarification. During the past year or two, three distinct cases have been decided by the Court of Appeals of the District of Columbia which have been popularly accepted as finally barring the gate against the registration of such words: the Ford Motor Company's successful protest against the registration of "Ford" for tires, the Asbestone Company's opposition to "asbestone" for roofing, and the Stork Company's prevention of the registration by the United Drug Company of the word "stork" as a trade-mark for rubber nipples.* Those cases (particularly the Asbestone case) have pretty generally been accepted by the Patent Office as precedents for refusing to register words which are found to have been previously adopted by anybody else as a part of a corporate title.

WHY TRADE-MARK IS ENTITLED TO REGISTRY

Now, however, comes the United Drug Company with an application for registration of its "stork" trade-mark in a different form (the word "stork" forming only a part of the design submitted), and obtains a ruling from the Assistant Commissioner of Patents which, if sustained, may go far towards clearing up a doubtful section of the trademark law. Briefly stated, the Assistant Commissioner holds that the trade-mark is entitled to registration because (1) the design does not consist merely of the word "stork," (2) the word is one which is in common use by many others than the Stork Company,

and that concern cannot be granted a monopoly in its use, and (3) several other registrations of the word "stork" have been allowed, both prior to and since the incorporation of The Stork Company.

"If," says the Assistant Commissioner of Patents, "it were proposed to register a word which was the property of another as being that other's peculiar name—that and nothing more—there would be no difficulty in deciding against registry. But here we have a different case because the word in question was not the property of any particular other person, but was a word in wide and various use, not only as a surname and not only as the name of a famous bird, but as an actual trade-mark. The name 'Stork' generally is not the property of the corporation Stork Company simply because it is equally the property of others. The directories of the large cities of the country show the name to be a very common family name, occurring, for example, scores of times in the cities of Philadelphia, Baltimore, St. Louis, Chicago, New York and Cleveland. It is, of course, a well-known name of a bird and of a bird having such mythical associations as to be virtually a term indicative of the occasion of birth, as Santa Claus is associated with the Christmas festival.

"The name 'Stork' is the name of the corporation not in the sense of being its property generally, but only in the sense of its particular use of it, just as the applicant here has as its name the word 'United,' and the word 'Drug,' without any property rights in either word.

"Obviously, there could be no just claim that The Stork Company had the exclusive right to use of its name: the particular question is not the right to exclusive use of the name, but the

* The cases here referred to were discussed in *PRINTERS' INK* for August 19, 1915, January 6, 1916, and September 21, 1916.

right of another to use and register the name. Under the statute The Stork Company can register its name as a trade-mark indefinitely. If others cannot, this amounts in effect to giving it a monopoly of the name. A natural person whose name was Stork could not claim this extraordinary right, and it is difficult to understand how an artificial person could have such superhuman privilege. It is thus necessary to draw a sharp distinction between a name coined, or created, or pre-empted by first and sole use, and a name which is merely withdrawn from the public domain for specific use. The word 'Asbestone' was the property of the Asbestone Company, and was the mere name of that company; for that company had created the name. But there is no such or similar condition in this case. . . .

CASES OF PREVIOUS REGISTRY

"It also appears from the records of this office that the word 'Stork' or the picture of a stork has been registered as a trademark some sixty times, and among others it had been used prior to the incorporation of The Stork Company for vermiculite (1886), for flannels (1896), for condensed milk (1898), for morning-sickness tablets (1901) and for medicines (1902). All of these things pertain in some way to infants. And since the incorporation of The Stork Company there have been registrations for toilet powder, for infants' hats and caps, for baby chicks, and for baby carriages. That The Stork Company not only has no right, but cannot have the exclusive use of the word 'Stork' even as a trade-mark is obvious from the fact that others have used it as a trade-mark for goods pertaining to childhood, and that this practice, beginning long before The Stork Company existed, has continued since The Stork Company's use of the same word without objection from The Stork Company. Under these circumstances, I am unable to believe that the Court by any previous decision has intend-

ed to hold that by indirection The Stork Company may monopolize the name—which seems to be the inevitable effect of refusing registry to any mark which contains the word 'Stork.'

Doubtless there are a good many concerns in the country which have unwittingly adopted as trade-marks words which are also used as a part of corporate names. Such concerns, under the previous interpretation of the law, might have difficulty in registering their marks, even though there was no indication of unfair intent. If the reasoning of the Patent Office in the "Stork" case is upheld it may open the way to registration of a good many marks which are now barred out.

Impresses Value of Advertising Book on Recipients

The Associated Tile Manufacturers, of Beaver Falls, Pa., used some unusual measures to insure attention for a brochure on the use of tile in hospitals which has just been distributed. Each book was numbered, and the name of the institution to which it was sent was written in by hand. It was also noted on this page that "additional copies may be obtained at fifty cents per copy," a fact calculated to impress on the recipient the value of the book. In addition a Government post-card was enclosed, for use in acknowledging receipt, this card bearing a number to correspond with the number in the book and indicating that it had been received in good condition. Space for other comment was provided. By attention to these little details of "stage management," it is believed that the book will be sure of a reading on the part of most of those who get it.

Teaches Familiarity with Telephone

The New York Telephone Company is starting a campaign to tell of the mechanism of the telephone in understandable terms. The series is entitled, "Alice in Telephoneland," and the illustrations aim to hold the reader's interest as Alice goes right into a large telephone and learns all about it from the inside.

To Advertise New Preparation

The Nix Chemical Company, of Elkhart, Ind., manufacturer of a preparation for lengthening the life of hosiery, is about to invest \$20,000 in a campaign to the consumer.

First in Cleveland!

The Plain Dealer

Published Over a Million
Two Hundred Thousand Lines
of Paid Advertising
in October, 1916

An increase of more than 245,000 lines over October a year ago—by far the greatest volume of advertising ever published in a single month by any Cleveland newspaper.

The Plain Dealer in the month just passed published more separate paid advertisements than any other two Cleveland papers combined.

225,302 lines more
than Cleveland's
second news-
paper.

602,924 lines—
more than double
—Cleveland's
third newspaper.

818,968 lines—
more than double
—Cleveland's
fourth newspaper.

Supremacy!

All legal advertising excluded from above figures

The Best Month

In October The New York Times printed 1,245,197 agate lines (4,548 columns) of advertising, a greater quantity than in any other month in its history, and a greater gain over October, 1915 (249,874 agate lines, 847½ columns,) than any other newspaper.

The New York Times

publishes a greater volume of advertisements than any other New York newspaper, help and situation wanted advertisements excepted.

The average net paid daily and Sunday circulation of The Times for the six months ended September 30, 1916, was 340,904 copies—representing in one grouping the largest number of intelligent, discriminating, and responsive readers ever assembled by a newspaper.

An Experimental Ad That Uncovered Rich Business

A Manufacturer Who Had Been Worrying Over the "Dominance" of a Competitor Ceased to Worry When the Returns Came In

By Everett R. Smith

Sales and Advertising Manager, The Cutaway Harrow Company, Higganum, Conn.

AN advertisement which we put out recently as a pure experiment "struck oil." It pulled and pulled. It showed us where a large amount of business could be had and we went after it strong. A few words first to explain our position in the field in order to show our conditions.

Manufacturing a comparatively limited line of tillage implements, the Cutaway Harrow Company has had to compete with the larger corporations which manufacture comparatively full lines. During the tillage season then the latter companies could use their broadsides on this line of copy while their advertising of their other tools during the remainder of the year, of course, keeps their name before their public. Only rarely, then, can the Cutaway line avail itself of space as big as that used by its competitors in season, and the fact that it has proved good business to keep a certain amount of copy running every month in the year naturally spreads the campaign out rather more thinly and cuts down the amount available at the height of the "push."

Last year we adopted a plan of copy showing scenes of the implements in actual use. In other words, we put action into the copy while trying not to lose the detail of the tools, especially where they differ from others of the same kind, which they do very radically in some respects. Mr. Farmer is a keen and practical individual and pretty pictures alone do not appeal to him when he is considering the purchase of a new machine which he expects is going to save labor and money and increase his crops. To make the appeal still more concrete, we devote each piece of copy to one

type of machine, although, of course, mention is briefly made of the rest of the line of equally good tools and the special features which distinguish this line are emphasized. There is also mention in each advertisement of a book on tillage which is offered free to the farmer.

In determining the subjects of the various pieces of copy the

One Horse Is Enough

No need to lose dollars these days by incomplete tillage. If you have one horse — that is enough! You can do as good work as the big outfits on the largest farms, when you use one of the several types of light draft, 1-horse sizes of the

Cutaway
CLARK

Disk Harrows

Disks, cutlery steel forged sharp; reversible gongs; dust-proof, oil-sealed hardwood bearings are a few of the features. If you would have the *gracious CUTAWAY*, we will direct. Send for free book, "The Soil and Its Tillage," and for special folder illustrating one-horse implements.

The Cutaway Harrow Company
Maker of the original CLARK
disk harrows and plows
300 Main Street, Higganum
Conn.



THE AD THAT "STRUCK OIL"

leading tools of our line were, of course, chosen in the order of their importance, several different advertisements of various sizes being devoted to the "leader." Having taken care of the obvious, we continued a careful study of the company's field and business, while studying the work of competitors in the same directions.

We were not satisfied that the manner and matter of the copy alone limited our possibilities. Several apparently neglected features of the field appeared which have yielded timely and successful copy which helped to make our small space stand out and got the farmer's interest.

Of these discoveries the most interesting and valuable should perhaps have been the most obvious, but it wasn't. The Cutaway Harrow Company, of course, makes tools in almost every model of its line suitable for one horse, and so do the competing manufacturers. Yet the advertising was all of the larger sizes, with the fact that one-horse sizes were made merely incidentally mentioned, if at all. The volume of trade is on two- and three-horse and larger machines, while the enthusiasm at present is all for tractor outfits. The story for the one-horse man is left to the catalogue. Yet the sale of one-horse sizes is an item that must be counted in the business. There are thousands of gardeners, florists, small farmers and others who can use only a one-horse tool. At the same time there are lots of farmers who could very profitably use one horse for tillage work, etc., while using three on some other job. Was there anything to it, and was everybody overlooking a good bet? That was the question which we asked ourselves.

So we prepared the advertisement shown on page 61 on one-horse implements, and had enough confidence in it only to give it fifty lines. That, I believe, was a good thing, for the small size seems more appropriate to the subject for some reason.

The first insertions of "One Horse Is Enough" showed at once that we had, as I said above, "struck oil." Within a few days it was outpulling the company's quarter-page spaces. It was apparently a revelation to an almost incredible number of farmers that they could get a one-horse implement of that nature of the same relative efficiency and qual-

ity as the larger sizes—yet we have all been making them for years. Inquiries came in heavily in every mail, and they were unusually good inquiries. Sales of the smaller implements at once showed an increase. Many letters mentioned the fact that the writers had not realized that they could secure implements of that type for use with a single horse. The response from the small farmer, truck gardener, fruit man, etc., was gratifying.

An interesting feature has been that many of the sales resulting directly from this advertisement were of larger than one-horse machines. In other words, not only did the copy open up a little-touched field, but it aroused interest because of its novelty and because it showed a complete line in the field of those who could buy the larger—and more profitable—implements.

This was not due to anything unusually wonderful about the design or argument of this particular piece of copy as compared with the rest of the series. This piece of small copy got attention and won out because it was directed at an undeveloped and neglected portion of the field.

The cost per inquiry of this advertisement was less than one-third that of the next most profitable piece of copy. With seven fewer insertions than the most widely appealing 100-line copy, it brought fifty per cent more returns. With two more insertions than the best-pulling quarter-page (200-line) space, it brought more than twice the results. The same mediums were used for all copy, and while the large piece was run only in season the small piece was run also out of season when the returns would naturally be less. The final cost per inquiry was just one-fourth the average.

This has demonstrated—to us at least—that very small copy can compete successfully with very large copy, and that the concern which is worried over this problem of space should make sure that it is not overlooking the possibilities of its field.

Nugent's Bulletin

*The National Weekly
for
the Retailer of Ready-to-Wear*

ANALYSIS OF READERS

This analysis of readers is compiled from subscribers' letters which the publishers received in reply to a questionnaire mailed May 1, 1916. Any advertiser or prospective advertiser may inspect these letters on request.

Different Lines

Coats and Suits (including rain-coats)	11,964
Corsets and Corset Waists.....	10,104
Dresses and Costumes.....	11,080
Furs and Fur Garments.....	10,416
Infants' Wear	10,000
Knit-Wear Specialties	9,728
Misses' and Children's Wear.....	10,184
Underwear	10,148
Negligée Wear	9,828
Petticoats	10,436
Skirts	10,800
Waists	10,004

To any advertiser, prospective advertiser or advertising agent, the publishers will be pleased to furnish further information on request.

The ALLEN-NUGENT CO.
1182 Broadway
NEW YORK

Boston
 Philadelphia
 Chicago
 London
 Paris

“Wets” and “Drys” Wage Lively Advertising Fight

A Description of the Pre-Election Campaign in California

By Bruce O. Bliven

THE question of prohibition was voted on in California Tuesday, and the campaign over this issue created so much interest among the inhabitants of the Golden State that it almost overshadowed the presidential fight.

In both campaigns outdoor space has been used very widely. The "wet" forces have used numbers of electric signs, bearing the slogan which has formed the keynote of their campaign, "Keep California Prosperous—Vote No on Amendments One and Two." (Two propositions were submitted to the people, one of them much more stringent in its terms than the other.) The prohibition advertising has not centered about any particular slogan, but has consisted of reason-why copy, ending in every case, as might be expected, with "Vote Yes, Amendments One and Two."

Just why the press-agent is no longer an important factor in a big campaign of this sort is interestingly outlined by H. A. Wheeler, superintendent of the southern division of the Anti-Saloon League, who has had charge of much of the advertising for the "drys." "We find that direct advertising is more effective for us," Mr. Wheeler

states, "because on such a burning issue as this the newspapers of the State are pretty sharply divided—they are either for you or against you. If they are against you they won't print your press-agent material; and if they are for you, and print it, it only goes to people who are already sympathetic to your cause."

Mr. Wheeler states that the entire advertising appropriation of the prohibition forces amounted to \$15,000 for posters and cards, and \$175,000 for all other forms of persuasion involved in a campaign which has covered a year's time. The "wets" claim that the prohibitionists have spent several times this amount. The director of advertising for the "wet" forces refused to make any definite statement of their campaign expenses before the election, and the "drys" obligingly provided an estimate which ran from a million dollars up, and which must, of course, be taken with a grain of salt. Judged, however, from the casual viewpoint of an innocent bystander, it would seem that the "wets" invested much more than the "drys" in legitimate advertising mediums.

Naturally, the "dry" forces relied heavily on house-
(Continued on page 60)

**Prohibition Means Prosperity
Vote Dry!
Vote "YES" On Amendments 1 and 2**

THE "ANTIS" USED SIGNED STATEMENTS FROM GRAPE MEN IN THEIR ADVERTISEMENTS.



THREE!

***** We are entering upon our third year with Messrs. Ruthrauff & Ryan as our advertising agents. This in itself would be sufficient to indicate our absolute satisfaction, but we will add, that the personal attention given by Messrs. Ruthrauff & Ryan to our business, and the results which have been most satisfactory, are appreciated by us much more than we can tell."

The above is an extract from a letter written by one of our clients to a prospective customer who inquired regarding our service

RUTHRAUFF & RYAN

Advertising

450 Fourth Avenue, New York

Pearson's Reborn

*The dragon's teeth sowed by Cadmus
grew into soldiers*

while

*The efforts sowed by Pearson's mag-
azine grew into subscribers.*

Cadmus' crop was destructive;

PEARSON'S is constructive.

Following a definite ideal of establishing a *real* circulation, **PEARSON'S** in the Spring of 1912 braved the hardship of driving out the chaff of "forced circulation."

Out of 200,000 previous purchasers 71,000 survived in April 1914.

On this solid foundation, constructive work was begun.

It was an epic task.

Yet a gain of 20,389 was made by October 1st, 1915.

Persisting with its ideals of *pure circulation*, **PEARSON'S** made a

further gain, in the next year, of 58,611.

PEARSON'S total paid-for circulation now is 150,000. Of this number 73,988 are subscriptions. This is the reward of its sacrifice: the number of readers has more than doubled.

The Renascence of Pearson's
brings us to a new period:—

A new editorial policy, virile and progressive;
A new advertising standard, clean and fresh;
A new dress, better paper, more illustrations
and feature covers.

PEARSON'S appeal is to progressive thinkers—a possible clientele of several million people.

PEARSON'S *has* come back and asks you to consider it seriously in your 1917 advertising appropriations.

Eastern Advertising Office:
LOUIS HILB
425 East 24th Street
New York City

Western Advertising Office:
COLE & FREER
1328 People's Gas Bldg.
Chicago, Ill.

During October, 1916, The Boston Herald and Traveler and The Boston Sunday Herald each carried the largest volume of display advertising of any month in the past ten years.

As compared with the figures in last year's announcement of 399,636 lines total for Herald and Traveler, this year's figures for October show a total of 534,799 lines, a splendid gain of 135,163 lines.

This exceeds the combined gain of the other three papers having daily and Sunday issues.

The heaviest gains by classifications were:

* Local 17,228, Foreign 37,696, Financial 46,768, † Automobile 17,348 lines.

*The only paper publishing daily and Sunday to show a gain in local advertising.

† This was the largest gain in Automobile advertising of any of the Boston papers.

DAILY HERALD SECOND

In volume of week-day display advertising among the morning papers, The Herald ranked second with an increase for October over 1915 figures of 52,073 lines. This was a gain of 21% and led the third paper by 34,541 lines.

EVENING TRAVELER FIRST

In volume of week-day display advertising among the evening papers, The Traveler ranked first with an increase for October over 1915 figures of 50,253 lines. This was a gain of 19% and led the second paper by 39,431 lines.

SUNDAY HERALD GAINED 60%

In volume of Sunday display advertising, The Herald increased from 104,837 lines in October, 1915, to 168,526 lines in October, 1916, a gain of 63,689 lines. This exceeded the combined gains of The Post and American. The Sunday Globe showed a loss.

SUBSTANTIAL CIRCULATION INCREASES CONTINUE

Every month during the past year the daily Herald and Traveler and Sunday Herald have shown large increases in circulation over the corresponding month a year ago—The Net Paid Figures for *September (the Latest Available) Follow:

	Herald	Traveler	Morning and Evening Combined	Sunday
1916	86,381	112,212	198,593	113,311
1915	81,143	87,863	169,006	102,899

Gain 5,238 Gain 24,349 Gain 29,587 Gain 10,412

*Newsdealers are allowed 30 days in which to make returns, so the October net paid figures cannot be given before Dec. 1st.

It is quite evident that nowadays mere quantity isn't enough when considering newspaper circulation. Keen advertisers want Buying Power. They get it by using Herald and Traveler.

This 198,000 Buys Like a Million

to-house distribution of campaign "literature." Ten million documents were distributed, according to Mr. Wheeler. A Seattle newspaper published a special edition devoted to favorable comment on prohibition, and the "drys" bought and gave away 500,000 copies of it. Two Los Angeles papers published similar editions, and 250,000 copies of each, or 500,000 more, were also distributed. On election day 1,000,000 cards were handed to voters, bearing an eloquent appeal to vote "dry."

"Our advertising campaign has been centered around a strictly economic, not an emotional, argument," said Mr. Wheeler, speaking of the "dry" side of the fight. "Our car-cards, for example, pointed out that the cost of liquor-created crime is \$29,000,000 a year in California, that only \$2,000,000 is returned to the State in the form of liquor licenses, and that therefore the net loss to the taxpayer is \$27,000,000 a year. During the last month we introduced emotional appeals, and every other sort which we felt to be legitimate and effective. Thus an effective car-card showed a drunkard in a saloon on one end of a card, with his wife and child shown at the other end in poverty, the wife bent over a scrubbing-board. The copy reads:

"Exercising his 'personal liberty' while his family needs food and clothing. *Save the children.* Vote Yes on Propositions 1 and 2."

"An effective twenty-four-sheet poster carried the slogan, 'Make the highways safe!' and warned the reader that

A Great Educator on Prohibition

Dr. Charles W. Eliot, perhaps the most widely known educator in the United States, is one of many great men who are opposed to prohibition. He has frequently discussed temperance and as frequently stated that *prohibition does not aid the cause of temperance*.

He recently said:

"The efforts to enforce prohibition during forty years past have had some unlock-for effects on public respect for courts, judicial processes, and law, and on public morals and public service. The public have seen law defied, a whole generation of habitual lawbreakers added to the list of shamelessness, courts ineffective, thousands of juries; officers of law and of justice, and of the legislature, timid and insincere. Such is the character and record of prohibition."

The position of Massachusetts in regard to the sale and use of alcohol is in favor of local option, and I am glad that in this state and in the State of Maine and more I find supporters that make the wisest and most successful policy in the cause of temperance. We hear a good deal about compelling men to do what they do not willingly do. There is a place for collective action to improve the individual—and many of these forces are wise and good. But freedom is the greatest principle of man—the right to work out his own destiny. It is also best for the general public."

ONE OF THE LIQUOR INTERESTS' CONSERVATIVE ADVERTISEMENTS

an intoxicated auto-driver endangers the lives of everyone on the road. We have also emphasized the value of raisin and table grapes over the wine grapes as a viticultural enterprise. The fight in California is, of course, complicated by the fact that this State contains practically the entire wine industry of the United States, and many voters are reluctant to vote against an industry so widespread as this. We answered their fear by a car-card showing figures compiled by the State of California to the effect that raisin and table grapes in 1915 sold for \$19,500,000, while 200,000,000 pounds of wine grapes were left to rot on the vines."

An amusing feature of the campaign was evidenced in the way the advertising of one side answered that of the other. The "wets" have used extensively a twenty-four-sheet poster reproducing Rodin's statue, "The Thinker," with the slogan:

"*Think!* of the 293,000 Californians whose livelihood will be destroyed if prohibition carries."

To which the "drys" responded with a parody, a workingman seated in the same position, and with the same attitude as "The Thinker," and the slogan:

"*Think!* how sad it would be—were it true—that 293,000 Californians—one in every ten—depended upon the liquor business for their livelihood."

The campaign of the "wets" was remarkable for the extent to which it used slogans and the "direct command" to oppose the reason-



why copy of their antagonists. A great majority of all the poster work of the "wets" consisted of the simple adjuration,

DOES IT PAY?

LIQUOR MADE CRIME

Costs California Approximately \$29,000,000
ANNUALLY

Liquor Licenses Return About \$2,000,000 Annually
Direct Loss to Taxpayers \$27,000,000
ANNUALLY

REMEDY

CALIFORNIA DRY

VOTE "YES"

QUESTIONS 1 and 2, NOVEMBER 7, 1916

THIS POSTER WAS USED IN THE ATTEMPT
TO BRING ABOUT STATE-WIDE
PROHIBITION

"Vote No." In the newspaper copy more detailed arguments were given, and the opinion of various great men, the statistics of crime and drunkenness in "dry" States, and other similar reasons quoted.

In the election on Tuesday the "Wets" won.

The Eclipse of Wall Street

THE VAIL-BALLOU COMPANY

BOOK MANUFACTURERS

NEW YORK CITY, Oct. 27, 1916.

Editor of PRINTERS' INK:

This week I was in Philadelphia for a couple of days and had a very amusing thing happen which no doubt will interest you.

I was down in the financial district one evening about 5:30, and having not yet bought my paper approached a bright-looking youngster and asked him if he had a "Wall Street Closing." The young man was at a loss to know what I desired, so I explained further by saying, "Isn't there a local paper that quotes the 'Wall Street Closing' prices?" The young man thought for a moment, and then piped out, "What do they call it, Mister, PRINTERS' INK?"

The newsboy evidently knew more about your little publication than he did of the mighty Wall Street.

GEO. H. DAVIS.

How Milwaukee Discourages "Schemes"

"Good times" are bringing a big crop of advertising schemes of doubtful variety, and an increasing frequency of "touches" for charity to business men everywhere. In Milwaukee, the Investigation Bureau of the Merchants' and Manufacturers' Association which was organized under James A. Fetterly some years ago to regulate these matters, has just issued a printed appeal to all business men in that city warning them against advertising, publication and charity "schemes" which have not considered it necessary to prove their worthiness before getting the money. This warning, printed below, may be useful in similar work in other cities:

"Every little while some stranger blows into town and works the business men on some advertising or publication scheme. The scheme is usually presented in a plausible and clever manner. One or two good business houses bite, and then the rest come easy.

"Most of these schemes are of doubtful merit, are not conducted for the promotion of the cause or movement they ostensibly espouse, but are conducted solely for private and personal gain, and are absolutely worthless as advertising mediums.

"Whenever business men are solicited for projects upon which they have no first-hand knowledge, they should tell the solicitor to submit his scheme to the Merchants' and Manufacturers' Association for investigation, and notify us by phone to this effect.

"Whenever a charitable institution or movement is found to be meritorious and conducted upon efficient and economical lines, a card of endorsement is issued.

"Whenever an advertising project, intended to benefit some laudable organization or movement, has been investigated, the essential facts will, upon inquiry, be stated.

"Business men should invariably ask the charity solicitor for cards of endorsement, and ask the advertising solicitor to submit to investigation."

Westall Appointed Advertising Manager

The Chapman Manufacturing Company, Boston, has appointed Carroll J. Westall advertising manager. He has been associated with the University Press, Cambridge. The Chapman company will begin a campaign of direct advertising for a ball-bearing spindle.

O'Keefe Takes Over Callaway Company

The J. P. Callaway Company, advertising service organization, of Boston, has been merged into the P. F. O'Keefe Advertising Agency, of the same city. The agency's service department has been placed in charge of Mr. Callaway.

New High-Water Mark

Net Paid Daily Average
Circulation of the



For the Month of October, 1916

414,934

Divided as follows:

Weekdays - 357,839

Sundays - 711,990

*These figures exclude all returns or unsold copies,
all spoiled or waste, all copies used by employes,
and all free copies of whatsoever kind.*

Member A. B. C.

State Fair Plans Substitute for Mail-Order Exhibits

Wisconsin Retail Merchants Propose to Equip a Model Grocery Store at the Next Fair and Hold Lectures in Salesmanship, etc.—University Extension Bureau Will Provide Lecturers

BECAUSE of the many protests by retail merchants in Wisconsin against the large displays of Chicago mail-order houses at the recent Wisconsin State Fair in Milwaukee, Oliver E. Remey, the secretary of the fair board, is going to propose that no exhibit spaces be granted to the mail-order houses next year at the fair or thereafter.

The exhibits of the mail-order people attracted much attention, and many orders were taken and the mailing-lists for catalogues increased markedly. If, as recently stated in *PRINTERS' INK*, the mail-order houses were most concerned in getting into personal contact with their customers or prospective ones, the exhibits in Milwaukee were probably successful. It is true that groceries were given especial attention. Nearly sixty-five per cent of the attendance at the fair consisted of "city people," but it is the grocers and general merchants of the interior of the State who are complaining most.

To take the place of the mail-order-house exhibits it is now planned to equip a complete model grocery store, if the grocers of the State are willing to contribute enough funds to make this possible. This store will be calculated to emphasize the sanitary features of a modern store, and will be calculated not only to interest the consumer but also the retail grocer as an educational proposition. Manufacturers will undoubtedly be asked to contribute the goods which will go to make up the stock and fixture manufacturers will be asked to lend the equipment. There will be lectures by the Wisconsin University Extension Bureau. This bureau

maintains night schools in salesmanship, retail merchandising and other similar topics throughout the State where the local merchants are willing and able to make up classes of owners, managers and clerks which are large enough to support the movement.

It is expected that there will be lectures calculated to hit at the "mail-order evil," as retailers are wont to refer to the big advertisers who sell only by mail. A reference to local pride and to the fact that the local merchant pays local taxes and helps local enterprise (and also carries the charge accounts) will probably be the burden of the lectures and leaflets that will be passed out. The plan has not yet been fully worked out.

In this connection it is interesting to note that a number of local newspapers in Wisconsin have recently advertised that they are turning down advertising of mail-order houses in deference to local merchants, and a few of the editors have taken occasion to point out, in connection with this, that previous hopes that the local merchants would more than make up this loss of business have failed of realization; they expect better things henceforth.

Tough on the Children!

OMAHA, NEB., Oct. 30, 1916.
Editor of PRINTERS' INK:

A time-honored custom, the contemplation of which leads one straight back to the balmy days of childhood, is being placed on the shelf, with a lot of other establishments, by Old High Cost of Living—retail grocers in several cities of the Middle West are printing advertisements in their local papers, as follows:

"Notice.—Due to the high cost of operating our stores we are forced to discontinue the practice of giving treats after October 31, 1916."

What advertising man to-day but remembers the tempting sticks of candy or the little bag of licorice drops which Mr. Grocer handed out smilingly when we came to store with mother, or fortune favored us to the extent of permitting us to go down with the money to pay the weekly bill!"

L. M.

Frederick McCurdy Smith, formerly with the *National Sunday Magazine*, has joined the staff of *Collier's* as head of the classification advertising department.

Getting Distribution

YOU don't want to advertise until you have distribution, and dealers won't stock your goods until you have created a demand for them by advertising—a problem!

K·V·P·D

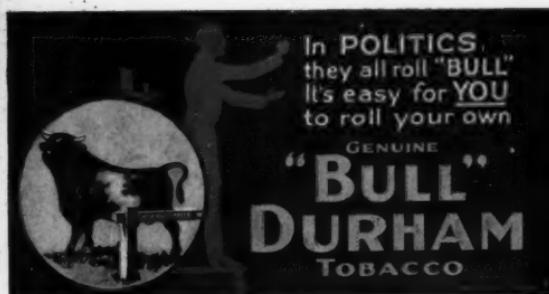
have been extremely successful in getting distribution for some manufacturers in record time. You can benefit by what they have learned in doing it.



Klau-Van Pietersom-Dunlap
INCORPORATED
ADVERTISING IN ITS ENTIRETY
MANHATTAN BLDG., MILWAUKEE, U.S.A.

We recommend Aerolux Porch Shades and Awnings

PRINTERS' INK



HE WHO RIDES W

WHATEVER other circulations may station of Street Car Advertising year the year 1906 about Seven and One-Half Billion nickels will be collected. This gives exclusive of transfers—every twenty-four hours

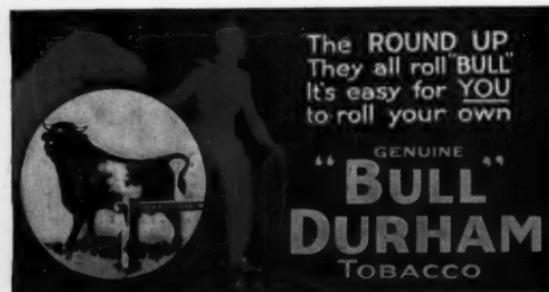
Street Car Advertising keeps pace with the rapid mark advertisers for greater frequency and volume.

STREET RAILWAYS AD

CENTRAL OFFICE
Berland Bldg. Chicago

HOM OFFICE
Candler Bldg., New Y

* Fifteen Thousand Million



PRINTERS' INK

ter "MESS" the Jackies
ey all roll "BULL"
t's easy for YOU
o roll your own.

GENUINE

"BULL"
DURHAM
TOBACCO

IT'S "EASY" going with
"BULL" on your hip
It's easy for YOU
to roll your own

GENUINE

"BULL"
DURHAM
TOBACCO

© 1916 BULL DURHAM TOBACCO CO.



RIDERS WILL READ

ions may stand still, or retrograde, the circulation year by year, steadily forges ahead. In 1915 and One-Half Billion nickels were collected as fares in the United States. In the year 1916 nearly *Fifteen Billion were collected. This gives over Forty Million adult riders—24 hours, Sundays included.

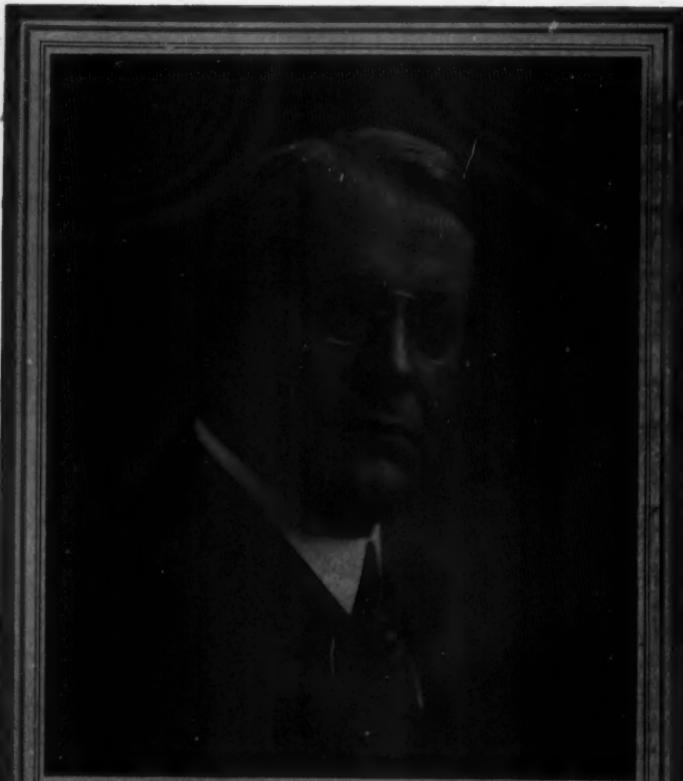
with the rapidly increasing need of large Trade-magazines and volume of circulation.

WAYS ADVERTISING CO.

HOME OFFICE
Ward Building, New York

WESTERN OFFICE
Humboldt Bank Bldg., San Francisco





BUILDERS of AMERICAN BUSINESS

JOHN H. HARDIN, PRESIDENT
OF F. A. HARDY & COMPANY

"As a boy, I used to count the days between issues of 'St. Nicholas,' or the 'Youth's Companion,' and camped on the Post Office steps until they came. Today, I look forward to the next number of *SYSTEM* as keenly as when a boy I looked for them. *SYSTEM* is mailed to my home that I may more leisurely and carefully absorb the many valuable business-building ideas contained in each issue."

John H. Hardin

NUMBER LXII in the series of portraits of readers of *SYSTEM*

Swift's Move to Turn Edge of Thompson Butterine Copy

Makers of Premium Oleomargarine Finally Take Up Gauntlet Thrown Down Five Years Ago by Chicago Restaurateur

SWIFT & COMPANY are using space in the Chicago newspapers in an attempt to turn the edge of John R. Thompson's famous contention that he could save \$100,000 a year by serving butterine instead of butter in his ninety-eight restaurants. Quarter pages were used last Thursday pointing out to the housewife that just because Mr. Thompson chose to be reckless with his money was no reason why she should not save a proportionate amount by using Swift's Premium Oleomargarine. The very fact that Mr. Thompson publicly admitted that he could save the money if he wanted to was used to prove the oleomargarine manufacturer's claim that the use of oleomargarine materially cut the butter-bill.

The tilt has caused widespread comment in Chicago advertising circles because it is an open secret that the Thompson policy of exploiting oleomargarine to prove his pure-food case has caused the packers and other oleomargarine manufacturers no little concern. In fact, it has been said that it was the spectacular possibilities of this argument that first attracted Mr. Thompson to advertising. He had been solicited repeatedly without results, when as a parting shot the solicitor asked Mr. Thompson if he served butterine in his restaurants. "Of course not," replied the restaurateur. "Then why don't you tell the people you don't—they all think you do." And Mr.

Thompson did. This was five years ago.

This early Thompson anti-butterine campaign attracted national attention because of its daring, and few people read these initial announcements more carefully than the oleomargarine manufacturers. No effort was spared by them to induce Mr. Thompson to talk about his pies and baked apples, and leave oleomargarine alone. That Mr. Thompson was not totally deaf to their arguments is evident in his current copy, which seeks to remove the sting by declaring: "If you wish butterine served at your table at home you have a perfect right to do so, and no one on earth can criticize you for it."

It was this toning-down that brought Swift & Company to life,

John R. Thompson, owner of 98 Pure Food Restaurants throughout the Country

in his advertisement in the Chicago Newspapers Tuesday, Oct. 25th, said: "I could save \$100,000 every year by serving butterine instead of butter."

Every housewife in Chicago could save a proportionate amount by using "Swift's Premium" Oleomargarine (Butterine)

Mr. Thompson also says: "If you wish to have Butterine served on your table at home you have a perfect right to do so, and no one on earth can criticize you for it."

There are many housewives who recognize the fact that "Swift's Premium" Oleomargarine is a clean, white, wholesome food product made under U. S. Government supervision, and the use of this product in the home is a compliment to their thrift and good judgment.

Mr. Thompson's position that Butterine should be sold on its own merits is absolutely correct.

"Swift's Premium" Oleomargarine is sold in plainly marked cartons like this



The present laws work a hardship on the users of Butterine because the manufacturers must pay a tax of 10 cents per pound to use the same vegetable color that is used in butter. The consumer should have Oleomargarine colored the same as butter if so desired, without being penalized by a tax. Buy "Swift's Premium" Oleomargarine in plainly printed Cartons to be sure of highest quality.

Swift & Company

NEWSPAPER COPY WHICH ANSWERS THE CHALLENGE OF A STRONG RESTAURANT STRING

Montana's Greatest Newspaper

IS THE

BUTTE MINER

Member of Audit Bureau of Circulations

—The Only Morning Paper published in Butte, the largest COPPER MINING CAMP in the world, with a population of 90,000 people, and a monthly pay-roll of \$3,500,000. The Miner's circulation is not limited to Butte, but is State-wide, having the largest circulation of any paper in Montana.

Government Report October 1, 1916

13,593 Daily Average

The Miner carries more local display, foreign display and classified advertising than any Butte or Anaconda paper. Details gladly furnished on request.

Benjamin & Kentnor Company

PUBLISHERS' REPRESENTATIVES

225 Fifth Avenue
New York City

Peoples Gas Building
Chicago, Ill.

and gave them an opening to take up the gauntlet which Mr. Thompson threw down five years ago. "Here is our chance," they evidently thought, "to turn what might be construed as a knock into a boost for Swift's Premium Oleomargarine." So the machinery of the advertising department was set in motion, with the result that the newspapers carrying Thompson's announcement had not yet reached New York before Swift's disclaimer was on the street.

The quickness of the stroke, and the clever manner in which the point of the Thompson exploitation was bent shows how it is often possible in advertising to turn what at first glance might seem like defeat into a victory. While the Thompson ad was not intended to harm the sales of oleomargarine in any way, still it was dangerous. The public might get the impression that oleomargarine was some sort of a refined axle-grease—at any rate, it would not send people rushing to the grocery store. Neither would it cause them to go into the matter more fully in case they might learn that restaurants serving butterine were required to display signs to that effect. The Swift coup minimizes the danger of unfavorable reactions, and also affords them an opportunity to get the name of their advertised brand of oleomargarine before the housewife under most favorable conditions. Likewise, it provided the opportunity to say a few words about the tax on uncolored oleomargarine, something which the packers have spent considerable money to fight, as already pointed out in *PRINTERS' INK*.

Warning Ads of Merchants Against Fakers

The Retail Merchants Association of Winnipeg is taking strong action against dishonest advertising. They are advertising in Western farm papers asking farmers to send in any complaint regarding unsatisfactory dealings with any Winnipeg produce merchants. An "up-stairs clothing shop" is being prosecuted by the R. M. A. as a fraudulent advertiser. This shop advertises that it saves purchasers \$10 per suit or overcoat because of its being upstairs, away from high rents.

St. Louis Stores Discontinue Comparative Prices

In a recent advertisement, Stix, Baer & Fuller Dry Goods Company, of St. Louis, announces that it will discontinue the use of comparative prices in all of its advertising. *PRINTERS' INK*, a few months ago, told of the growth of the movement among retail stores tending toward the elimination of comparative quotations in their advertisements. This St. Louis store is one of the most important in the country that has adopted this policy. In stating its reasons for making the change, the company says:

"Comparative price quotations have a tendency of breeding exaggeration. No matter how vigilant one may be—no matter what caution one may exercise—no matter how severely one may censor the reports concerning the merchandise, misstatements are likely to occur. They may be due merely to the over-enthusiasm on the part of one individual, or to the honest error of judgment on the part of another, but the results are the same."

"The adoption of this policy in our advertising is also due to the abnormal conditions existing to-day because of the European war, which has resulted in price fluctuations so frequent and so great that it is difficult for merchants to determine the exact market value of merchandise."

"There will be no change in our policy of offering special bargains. Our sale features will continue to be saving attractions of first magnitude. When fortunate trade deals permit, we shall offer our customers the full benefit of them, but in no case will we quote comparative values."

"This forward step is the result of an evolution that is creating a better understanding and a spirit of greater confidence between the merchant and the public."

The above announcement was followed by the adoption of a similar policy by Sonnenfeld's and Schmitz & Shrader.

E. R. Crowe With New York "American"

After twelve years with the A. W. Shaw Co., publisher of *System* and *Factory*, E. R. Crowe has resigned to go with the New York *American* on November 15, representing the general management of the Hearst publications. Associated with him in an advisory capacity Mr. Crowe will have K. M. Goode, formerly with *Vogue* and *Vanity Fair*, and since associate editor of the *Saturday Evening Post*.

Truck Makers Patents Association

G. Franklin Bailey has been appointed manager of the Cooks Patents Association, being organized to control the patents covering truck-making attachments for pleasure cars. He was at one time advertising manager of the *New York Globe*, and more recently with the C. T. Silver Company of New York.

The Woman Interest IN FARM PAPERS

What does it amount to? Is it strong enough to justify the expense of advertising for its sake alone?

Recently we put this question to our editorial department, and here is the way they answered it:

In the last six issues we published 266 contributions from others than members of our own staff. Of these 183 were written by men and 83, or 31 per cent, by women.

Our editorial staff is composed of two men and one woman, and our staff contributors are divided in the same proportion.

In one number we invited poultry contributions from our readers, and received 28 letters from men and 141 from women. Whenever we ask for letters for our home department the response is prompt and big.

Woman's interest predominates not only in the home department and poultry, but also in dairy-ing, small fruits, canning, education, water supply, house heating, concrete conveniences, etc., which we are constantly featuring. Naturally our Dixie Guards department for boys interests many mothers also.

Allowing for the greater responsiveness of our women readers, we believe the division of interest between men and women is almost, if not quite, fifty-fifty. Certainly the woman interest is not below 35 per cent, and it is our policy to keep it steadily increasing.

Southern Agriculturist

NASHVILLE

Member A. B. C.

TENNESSEE

140,000 Guaranteed

Says Advertising Should Come to Rescue of One Baby Industry

Demonstration Is Inadequate to Build Up the Sales of Farm Tractors

By George F. Whitsett

Editor of *Harvester World*, of the International Harvester Company of America, Inc., Chicago.

DEMONSTRATIONS, as a form of promotion, can incubate, but will the boy please page Mr. Regular Tractor Advertising?

We watched this primordial form of advertising at work this summer in the big eight national tractor demonstrations. It sounds like a football circuit and was nearly that exciting. We watched it tackle a big problem—that of incubating a baby industry. If this baby ever grows up it will inherit the responsibilities of a giant institution—the present equipment of farmers for producing power.

Many of the men who sit in advertising offices and think in terms of city-managed industry do not realize how big the power problem of our extensive and productive American farm is. Our farm could mobilize, if it were given time enough to get the harness on and crank the tractors and engines, some 30,000,000 mechanical horsepower—enough to run all the trains and boats, spin all the wheels and pulleys of industry and to have still some left.

Away back in 1898, so traditional history tells us, a man made a tractor. When we get time we shall probably look up this fellow's name and find out from family photographs what kind of an appearance he made in his best clothes. This man probably knew part of the vast sum of knowledge we have to-day on the expensiveness and inefficiency of the horse and mule as a farm motor—of which motors our farm now has about 25,000,000.

Anyway, he got busy and made the first tractor. His followers have grown until now there are well over a hundred of them, with the number increasing right along.

Although these companies will

build about 50,000 tractors this year—more than 100 per cent increase over last year's output—and although the tractor business now represents a capitalized industry of about \$200,000,000, it is all small in comparison with the money which is actually invested in horse and mule motors on the farm. If all of the farm work-animals could cash a cheque equal to their face value, they could raise the snug little sum of \$3,000,000,000. However, with this sum the horses and mules could not pay their bills very long. It costs more than \$1,500,000,000 to keep this army of horses and mules going a year.

THE BUSINESS GERMINATES

Ever since that man made the first tractor there has been the job of incubating the industry. The shell surrounding the thing was the farmer's own hard-shelled inertia and indifference. How could the industry ever grow strong enough to break the shell?

The manufacturers turned to demonstration for their solution. The old Winnipeg contest was started when the tractor industry was very young. The duties into Canada were high and the distance was long for transportation, so three years ago, Fremont, Nebraska, was brought forward by a certain farm-paper that knows how to advertise its own section. Fremont quickly became the most famous tractor show center in the country. The fourth tractor show was held there this summer, and the show grows larger every year. The 1916 demonstration was one of the largest agricultural events ever held, and drew crowds comparing favorably with State-fair attendances. The 1916 Fremont incubating demonstrations drew from the Platte Valley country and

from all sections of America near and far. The farmers could have read in their favorite farm-paper advertisements of the various tractor companies, but they preferred to see them in the steel, going up and down the field under loads.

Fremont this year was one of the circuit of the big eight national tractor demonstrations. The other shows were held at Dallas, Texas; Hutchinson, Kansas; St. Louis, Missouri; Cedar Rapids, Iowa; Bloomington, Illinois; Indianapolis, Indiana, and Madison, Wisconsin. It probably was the greatest organized visual advertising drive ever made. It is doubtful whether we shall ever see such a comprehensive demonstration attempted in the future for tractors. It is the general opinion of the tractor companies that the need for this form of advertising will soon wear out, and that the wholesale invasion of the country with big and expensive batteries of machines will not pay returns much longer.

The big eight demonstrations had their other interesting phases from an advertising standpoint. They afforded a study in the number of ways advertising may be thrown at the farmer. The demonstration was administered to him in large doses, specific in the morning and general in the afternoon. Newspapers sent the call to arms ringing through the countryside, and as reward carried paid ads from many of the companies. Most of the newspaper copy was regular tractor advertising such as would be run in the farm-paper, but some of it, written by men on the ground, was full of local color and veritably smelled of the land that had been turned the day before. One day a company drew as its lot an old slough in which the texture of the soil bore a general resemblance to that of flint. This company was quick to realize it was probably plowing the hardest soil which would be turned on the whole circuit. It secured a dynamometer, tested the power required and found that its tractors were pulling 710 pounds to the plow bottom. Next day it came

out in the newspapers in paid space, with a comparison of tractor and horse power, based on the previous day's plowing.

Battles of fuel were fought in the newspaper ads. The companies who had kerosene mixers on their machines dropped dangerous shells into their competitors' camps. Newspaper gunfire can be used effectively after the trenches have been loosened up with preliminary advertising—demonstration.

The companies had every conceivable form of catalogue and folder advertising on view in their tents. Each company had its most attractive folders and catalogues on hand in quantity, hoping to beguile the power-hungry thousands into carrying them away in their pockets. One or two companies, finding distribution slow in the regular way, employed boys to meet the trains and buses and to travel about the demonstration fields giving the printed advertising away to everybody who would take it.

The air was full of advertising novelties. Buttons, badges, flags, pennants, canes, balloons, hats, banners, streamers—every such thing was in evidence.

In the future advertisers must reckon with the problem of incubating this industry further. No one could look upon the magnificent sight of one of these demonstrations without being impressed with the coming importance of the industry. Farmers were there in thousands, and they were serious. Many of the larger companies made quite startling sales. Everywhere there were quickening signs that great things are astir in the farmer's mind on this subject of power. These elementary forms of advertising must give way to new and terrible advertising forces which can take this incubated industry and develop it along into something big.

One or two of the larger companies already have untold quantities of tractor information at hand, and advertising campaigns may be expected eventually which will move this old, inefficient, horse-collar nation of farmers to the bottom.

Change of Advertising Rate and Closing Date

As the circulation of The Modern Priscilla has been in excess of 600,000 for some time past, the advertising rate has been advanced to \$3.00 an agate line. This new rate becomes effective with the February, 1916, issue, forms for which close December 1, 1916.

Per line (agate).....	\$ 3.00
Quarter page (168 lines).....	420.00
Half page (336 lines).....	840.00
Full page (672 lines).....	1,680.00
Second and third cover pages (3 colors) ..	2,400.00
Second and third cover pages (4 colors) ..	2,600.00
Fourth cover page (4 colors).....	2,800.00

To meet the demand for the November issue it was necessary to print 700,000 copies.

Closing date has been changed to the first of the second month preceding date of issue so editions may be on news-stands and in subscribers' homes on schedule time.

The Priscilla Publishing Company

ARTHUR J. CROCKETT, *Advertising Director*

83-87 Broad Street, Boston

NEW YORK
F. M. Krugler
23-25 East 26th Street

CHICAGO
Earle R. MacAusland
Peoples Gas Building

Month After Month

The Atlanta Georgian and Sunday American continue to Gain in Local and Foreign Display Advertising and this in spite of the fact that they do not accept doubtful financial, clairvoyant, fortune teller, habit-forming drug and questionable medical advertisements.

October Showed a Gain of 42,434 Lines

The Georgian American's Gain for the last quarter totals

155,344 Lines

*"Prosperity has a way of walking with all men—all concerns—
who serve well."*

INCREASED PATRONAGE—
INCREASED PRESTIGE—
INCREASED PROFIT—

Are the rewards being secured by those who advertise
regularly in

The Atlanta Georgian and Sunday American

The Newspapers of the Home
and The South's Greatest Newspapers

BENJAMIN & KENTNOR COMPANY

Manager Foreign Advertising

225 Fifth Ave., New York City

Peoples Gas Bldg., Chicago

ST. LOUIS, MO.....	J. CARR GAMBLE, 3rd National Bank Bldg.
KANSAS CITY, MO.....	J. O. YOUNG, 1307 Waldheim Bldg.
SOUTHERN TERRITORY.....	GUSTAVE KOPP, Atlanta, Georgia.

*Mr. Joel Chandler Harris, Jr., of The Georgian-American staff,
is now in the East and will be pleased to discuss the prosperous
Southern situation with advertisers and agencies interested in
greater sales in this territory.*

Telephone, Madison Square 8824

Advocates Model Statute for Illegal Substitution

Executive Committee of A. A. C. of W. Has Draft in Hand—Other Matters That Came Before St. Louis Meeting

THE convention of the Associated Advertising Clubs of the World at St. Louis will be held the week of June 3, 1917. This was decided upon at the meeting of the Executive Committee, held last week. William C. D'Arcy, of St. Louis, chairman of the sub-committee of the Executive Committee of the A. A. C. of W., said that every departmental and general session would be held within four blocks of the Jefferson Hotel, which will be the headquarters for the convention. The committee is hopeful that the programme can be worked out by the first of the year—much earlier than last year.

At the St. Louis meeting of the Executive Committee, legislation similar to that now existing in Pennsylvania was favored. This provides penalties for illegal substitution and the association will advocate a model statute which has been drawn by Thomas R. White, of Philadelphia, at the request of the Charles E. Hires Company.

A movement is on foot, as a result of the St. Louis meeting, to reach an agreement with sixteen mercantile associations which have banded themselves together as the National Mercantile Educational Association, whereby the A. A. C. of W. will act as agent of the association in carrying forth the movement to help retailers of the country better to buy, sell, advertise and build their communities. B. P. Neff, of Duluth, is president of the N. M. E. A.

A committee was appointed to confer with Mr. Neff and his associates and to formulate a definite proposition.

Lafe Young, Jr., of Des Moines, was made chairman of a standing committee on finance, the other members being Wilson H. Lee, of New Haven; Barney Link and

O. C. Harn, of New York; and R. H. Donnelley, of Chicago.

H. E. Myers, of Chicago, who managed the details of the advertising convention in Chicago in 1915, and who has been engaged to manage the St. Louis convention and to continue as permanent convention secretary of the Association, will devote his time between conventions to the selling and sustaining memberships in the A. A. C. of W. The Executive Committee added memberships at \$250, \$500 and \$1,000 a year to the existing classifications of \$25, \$50 and \$100.

J. W. Fisk showed that two business-record systems are already completed, those for jewelers and shoe dealers. These accounting systems will be sold at \$25 each.

Irvin F. Paschall, for the National Exhibit Committee, said that the next convention exhibit will be made more helpful by providing for guides who will show the people through the exhibit, explaining various displays.

NATIONAL COMMISSION MEETS

The National Advertising Commission held a full day's session in St. Louis on November 1. O. C. Harn presided as chairman. Mr. Harn announced the appointment of the following committees:

Credentials and Admissions Committee: John Clyde Oswald, chairman; W. H. Ingersoll and Rowe Stewart.

Trade Practices Committee: W. H. Ukers, chairman; Wm. H. Johns, Thos. A. Barrett, Nicholas M. Peters, Wilson H. Lee, O. C. Harn, Rowe Stewart, Martin Tuttle, John Clark Sims, A. W. Finlay, H. B. Hardenburg, Maurice Saunders, S. Pratt, K. H. Fulton, Chas. D. Spalding and Walter J. McIndoe.

Vigilance Committee: Irvin G.



The extreme of power farming—harvesting and threshing 75 acres a day in Washington.

What is Power Farming?

FARMING is being made over. Power—the gas engine—is doing it. The power farmer is different—a bigger operator, a bigger business man, a broader type.

More Power to Each Acre Makes Farms Factories

The curse of farm production has always been a lack of power for the peak loads, plowing and harvesting.

The waste in farming has been the sale of its products in the cheap, raw state.

Mechanical power—tractor power—takes care of the peak loads and makes greater production profitable.

The same power applied to threshing, shredding, baling, grinding, increases crop values—starts the manufacturing process on the farm.

The power farmer makes more of his opportunities. The tractor does it.

For 24 years "POWER FARMING" has served this type of farmer. It has compiled the big facts about him and how to sell him.

Write for these facts.

POWER FARMING, St. Joseph, Michigan.

NEW YORK F. W. Mass. 944 Marbridge Bldg. Greeley 4990
CHICAGO Jas. A. Buchanan, 1351 Marquette Bldg. Randolph 652

Member A. B. C.

POWER FARMING

Advertisement 1932
A MAGAZINE
of FARMING with
MECHANICAL POWER

Kumler, chairman; W. C. D'Arcy, Burridge D. Butler, A. A. Gray, Reuben H. Donnelley, G. B. Sharpe, John Woodward, Homer J. Buckley, Harry D. Robbins, Edward L. Stone, H. H. Bigelow, W. F. Powers, Chas. F. Bryan, E. Allen Frost, C. Henry Hathaway and Philip E. Howard.

Educational Committee: F. A. Wilson-Lawrenson, chairman; Stanley Clague, H. C. Klein, John Clyde Oswald, R. L. Polk, Jr., W. H. Ingersoll, Frank D. Webb, John Ring, Jr., H. H. Cooke, Lewellyn E. Pratt, Jos. S. Potsdamer, Thos. Cusack, Barney Link, Don M. Parker and R. E. Tilles.

N. A. C. Sub-Committee on Cost Accounting Systems for Retailers: W. H. Ingersoll, chairman; Irvin G. Kumler, N. M. Peters and R. E. Tilles.

G. B. Sharpe, of the De Laval Separator Company, New York, vice-president of the Association of National Advertisers, was unanimously elected vice-chairman of the commission, on the recommendation of a committee appointed for that purpose.

The application of the Church Advertisers Association, Rev. C. F. Reisner, president, to become a departmental with representation on the National Advertising Commission, was unanimously approved. A similar application from the Advertising Film Producers Association was referred to the new Credentials and Admissions Committee for further report.

In the future the name of the Direct Mail Advertising departmental will be the Mail Advertising Service departmental. In the future this departmental will accept only sellers of house-organ service.

Directs Marquette Advertising Course

A. W. Seier, of the staff of the Cramer-Krasselt Company, of Milwaukee, has been placed in charge of the advertising section of the School of Journalism and the School of Commerce of Marquette University. He will continue his connections with the Cramer-Krasselt Company.

The Grand Rapids Furniture Record

Getting Results

Here is another example of getting results, written by Mr. C. R. Francies, Sales Manager of the Buckeye Chair Company.

"Gentlemen:—It may please you to know that we received eight inquiries as a result of our **first advertisement** of our campaign in the Record. One of these when followed up enabled us to open a new account with a sample order amounting to over _____. Several other inquiries led to small sample orders also, and we feel that a profitable future business will be developed from these leads. We feel that the value of Record space has been fully demonstrated to us."

The Grand Rapids Furniture Record reaches more retail furniture merchants than any other trade paper. The Furniture Manufacturer and Artisan, our other furniture paper, reaches the manufacturer. Thus we cover the whole field.

Periodical Publishing Co.
GRAND RAPIDS, MICH.

NEW YORK:
105 W. 40th Street
Bryant 6880

CHICAGO:
1422 Lytton Building
Wabash 8000

INFLUENCE



Editorial influence counts for a great deal but buying influence counts most.

EXTENSION MAGAZINE is one publication that does influence the buying habits not only of its individual readers but of some of the biggest buyers of supplies in the United States.

These buyers are the fifteen thousand, one hundred and thirty-five Catholic Institutions in the United States. They range in scope from hospitals to seminaries.

They spend more than one million dollars a month for supplies.

Would you like to share in this twelve-million-a-year market?

SPECIAL CO-OPERATION OFFER

Certain advertisers in the January, February and March, 1917, numbers of **EXTENSION MAGAZINE** will secure a first-hand, favorable, personal introduction for their products to the people actually in charge of the buying for these institutions.

How may you participate? Write and we shall gladly explain our co-operative plan in full detail.

EXTENSION MAGAZINE

"More than 150,000 subscribers, the cream of America's 16,564,109 Catholics"

F. W. HARVEY, JR.
General Manager

LEE & WILLIAMSON
Eastern Representatives

JAMES K. BOYD
Advertising Manager

GENERAL OFFICES: 223 West Jackson Blvd., CHICAGO, ILLINOIS

Eastern Advertising Offices: Flatiron Building, New York City

MEMBER AUDIT BUREAU OF CIRCULATIONS

Advertising Spotlights.

By J. J. Geisinger

Morley defined an aphorism as "The compression of a mass of thought and observation into a single saying."

A good motto for advertisers.

* * *

An original idea—always available when the gray matter is cogitated. Illustration: family at table, serving maid, clock in distance. Caption: "It's Time to Serve —."

* * *

If I had all the money that has been spent in picturing people at breakfast, lunch and dinner, I could finance the war with my loose change.

* * *

Lew Fields says to Joe Weber, "You talk but you don't say nods—." Sounds like the nightmare of a copy-writer.

* * *

For Sale: A choice selection of good ideas in which the prospective advertiser could not see any merit when they were presented, but afterward thought of as his own. Apply any agency.

* * *

When you see a coined trademark name, accompanied by directions for pronouncing it, it is a sign someone has had an acute attack of Namecitus.

* * *

The older a product, the greater the need for virile ideas in the advertising of it.

* * *

Don't become an egotist just because every publication solicitor gives you a Corona-Corona and calls you a wizard. The treasurer may be making up his annual report.

* * *

"Style" in advertising may be like a Chinese fiddle—fascinating for a while, but any tune becomes monotonous when played too long on one string.

* * *

When making photographic illustrations for advertising, remember the camera has no brains

and don't depend too much on Maisie, the model.

* * *

Whenever you are honored by a competitor copying your ideas, it is a sign you have the best of him because he acknowledges his product has no merit of its own.

* * *

When advertising to-day in rural publications, remember the educational influence of moving pictures is fast lifting small-town folks from the yokel class.

* * *

Consigning goods to retail dealers to get distribution keeps the factory working overtime while the treasurer plays golf at Palm Beach.

* * *

Using a paid-for testimonial from a woman's league is about as safe and sane as training a flea to dance on the hind knuckle of a mule.

* * *

Some advertising campaigns remind one of the boy who shoots off all his fireworks in the morning and watches the other fellows celebrate all day long.

* * *

When there is a little depression in success, why do some advertisers first economize on the very thing that made their business successful?

Changes on Financial Paper

J. M. Torr, formerly with the *Magazine of Wall Street* and *Boston Financial News*, has been elected vice-president of the Banking World Company, New York, and publisher of the *Investment and Banking World*. The publication will be issued weekly, succeeding the monthly *Banking World*.

To Represent "Good Health"

Harold A. Nornabell has been appointed Mid-western representative of *Good Health*, with headquarters at the home office in Battle Creek, Mich. His territory will be western New York and Pennsylvania, Ohio, Michigan and a few cities in northern Indiana.

How Fuller Brush Co. Puts Advertising Behind Its Canvassers

A Suggestive Story Showing the Kind of Competition Manufacturers Selling Through Dealers Must Look For

John Allen Murphy

SELLING through canvassers is not accorded a very high place usually in the merchandising scale. The methods used are supposed to be of the brow-beating variety which are frowned upon by manufacturers and their dealers. First and last, however, a vast quantity of merchandise is thus disposed of every year. House-to-house salesmen furnish lively competition to manufacturers selling through more regular channels, and consequently the ac-

"When a manufacturer introduces a new product," he said, "it is usually some time before he is able to get the kind of co-operation from the retailer that he would like to have. This is especially true where the product is something with which the dealer is not familiar. Naturally the retailer sells that merchandise which meets with the least resistance. He pushes the thing that his customers want. Articles that he does not know how to talk or that are not in demand with his trade, receive scant attention from him. Manufacturers have tried all sorts of selling devices to overcome this indifference of the merchant toward the new product. Store demonstrations, sampling campaigns, introductory deals, house-to-house solicitation, window displays, education of the retail clerks, are but a few of the many methods that are constantly being employed to enlist the active interest of the dealer in the new



NATIONAL COPY WHICH GIVES PROMINENCE TO THE
CANVASSERS

count of the methods of a leading manufacturer who sells through canvassers, and who also advertises nationally, will be of value to PRINTERS' INK's readers.

When Alfred C. Fuller, now president of the Fuller Brush Company, decided to produce a new line of brushes a few years ago, he was confronted, as all beginning manufacturers are, with the problem of how to market them. His reasons for selecting the canvasser method are interesting.

merchandise

"And it is only right that such aid should be extended to the merchant. Too much should not be expected from him, especially until a demand from the consumer for the article has been established. He has hundreds of items to sell. Whereas the whole business life of the manufacturer is centered in his product, to the dealer the success or failure of that product is a matter of very little concern. If the line promises a good profit, he will push it

An Emulative Attitude of Mind Helps the Pulling Power of Copy

At the theatre, people are conscious of being observed, just as they are observing others.

Their pride, taste and sense of quality are stimulated by the stage, the atmosphere and the presence of influential people around them.

They are in an *emulative* attitude of mind, and open to an appeal of *quality*.

An advertisement of *quality* goods read at a time when one is extremely sensitive to suggestion is particularly effective.

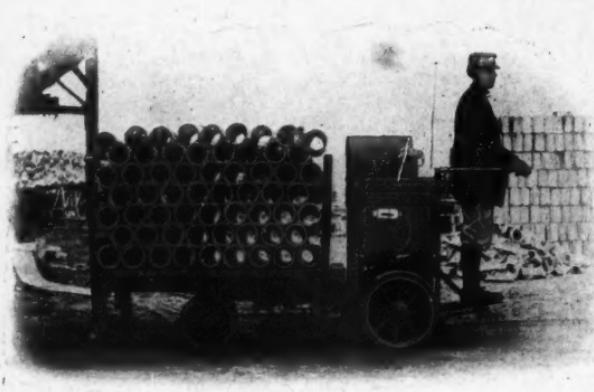
The medium offering the opportunity of approaching the right people in this particularly favorable mental attitude is

Strauss Theatre Programs

A Magazine Medium
for Greater New York

*N. B.—Frank V. Strauss & Co. publish the
programs for all the principal theatres
in New York.*

Another Proof of Progress



THE Clay Products Industry is rapidly adopting the most modern equipment and appliances available. The illustration here shows an electric industrial truck in daily use on a tile plant in Iowa where it paid for itself in a few months as a time and labor saver.

We could produce similar instances in almost countless numbers to prove our contention that, no matter what the nature of your product, you ought to find out whether it can be used by 5,000 prosperous and progressive manufacturers.

This industry is comparatively young in its modern tendencies, and this fact, taken in connection with a market already large and rapidly expanding, makes it one of the very best fields in America for exploitation.

Our Service Department welcomes inquiry from manufacturers and advertising agencies regarding the sales possibilities of any product. We might give you an adverse report—any way it certainly is to your interest to let us help you to find out. It would be well to send your literature.

BRICK *and* CLAY RECORD

445 Plymouth Court

CHICAGO

A Kenfield-Leach Publication—One of America's Liveliest Business Journals

within certain limits. If his efforts do not meet with success, he gives his attention to something else. Nothing that the manufacturer can do can overcome this condition, except to create a demand for his goods, and to show the dealer how to take care of the business profitably."

"When I started to manufacture brushes," continued Mr. Fuller, "I planned on introducing a new element into the business. I intended to create brushes, for all sorts of purposes, to sell them by sets in so far as possible, and to do other things that were somewhat new in the industry. To sell my line the way I thought it should be sold, would require salesmanship of the most intensive kind. It might have been possible to get a fair dealer distribution, but I had no right to expect retailers to put the energy behind my goods that I knew would be necessary. I finally solved this difficulty by hiring salesmen to devote their whole time to selling my brushes direct to the consumer.

"These representatives of ours are really specialty merchants, dealing exclusively in Fuller brushes. Instead of having a store, they take their samples from house to house."

The fact that Mr. Fuller had himself been a canvasser influenced his decision in selecting the method of distribution for his line. He had sold brushes from house to house. He knew the work thoroughly and was confident he could build up his business quicker and more satisfactorily through canvassers than he could through regular retail channels. He does not claim that canvassing is the better of the two methods, for most certainly it is not. But in view of his experience, his proposition and what he wished to accomplish with it, he believes that for him the canvassing plan of selling offered the greater opportunity.

The president of this brush company also knew that as a whole the plan of selling goods to the consumer through agents



Everybody OF BRITISH BIRTH

who is

Anybody

SEES

"PUNCH"

REGULARLY

•

IT is the "Anybodies" who really count as buyers of your goods, especially if they are high-class and run into money.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouvier Street
London, E. C., England

--extending personality

WHETHER you are a manufacturer, an advertiser, or an advertising manager, you want the distinctive character of your firm reflected in the printed matter it uses.

SOMEWHERE in the various kinds and styles of type, paper and ink is just the combination that will fit into your sales and publicity policy.

WE BELIEVE that this proper combination can be easily found if you will work with a man who is a master of printing detail in all its departments and also an experienced advertising man.

TRY Mr. Farrar on your next proposition of salesmanship in print.

ARROW PRESS, INC.

SPECIALIZING IN
Direct-by-Mail Literature
Advertisement Composition
Catalogs Booklets House Organs
Follow-Up Material
320 W. 39th St., NEW YORK
Telephones: Greeley 329, 330, 331

is not in very good repute. There are various reasons for this. Sometimes it is the fault of the merchandise and sometimes the agent is to blame. Often the goods sold through canvassers are of unknown origin and of doubtful quality. Then again the merchandise may be dependable, but in trying to sell it the canvasser makes himself a pest. As a result, housewives are seldom "at home" to agents.

ADVERTISES TO GIVE TONE TO SELLING METHODS

Mr. Fuller planned to put his proposition on a higher plane. In the first place, reliable merchandise would be made. Each piece would be branded with the trademark of the manufacturer. In time it was hoped this trade-mark would mean something to the consumer.

Naturally this led to advertising. Publicity would not only familiarize people with the trademark and what it represented, but it would also unlock the doors to the firm's canvassers when they called on householders to show their samples. Mr. Fuller did not like to think of his salesmen as in a class with ordinary "bell ringers." He wanted them to have some standing. He wanted them to be received without suspicion by their prospects. It was soon seen advertising would accomplish this. It would give the firm prestige, make known its line and create some demand for it. People would not be so likely to shut the door in the face of the representative of a national advertiser. Advertising would give the men, themselves, more confidence in their proposition. It would dignify their business.

These are the reasons that prompted the Fuller Brush Company to become a national advertiser. Of course, as advertisers in the national field go, this concern is a very small one. It uses every issue of a woman's magazine and occasionally other publications that reach the buyer in the home. The interesting point is not the size of the appropriation, but the fact



DR. H. E. STOCKBRIDGE

President Farmers' National Congress—Editor Southern Ruralist

At the Thirty-sixth Annual Convention of the Farmers' National Congress, held in Indianapolis last month, Dr. H. E. Stockbridge, editor of the Southern Ruralist, was re-elected president.

This was a fitting tribute to the South's leading Agricultural Expert, whose splendid editorial influence in more than a quarter of a million farm homes has given him the scope of vision and agricultural foresight necessary to the executive head of our only national organization of farmers occupied exclusively in consideration of national agricultural problems for the purpose of enactment of legislation.

Southern Ruralist

Members of and Audited by the A. B. C. More than a Quarter Million Twice a Month

"The South's Foremost Farm Paper"

Atlanta

CHICAGO OFFICE

J. C. Billingslea, Advertising Building A. H. Billingslea, No. 1 Madison Avenue
ST. LOUIS OFFICE: A. D. McKinney, 3rd Nat'l Bank Bldg.

NEW YORK OFFICE

Strathmore Quality Papers

"Paper Does Express"

THERE must be fitness of paper to purpose in your printed matter.

If your subject is feminine apparel, your paper should express *Femininity*. If your subject is hardware, your paper should express *Ruggedness*; when rugs are your subject, your paper should suggest *Craftsmanship*.

Buyers of printed matter will find our graphic demonstration booklet, "*Paper Does Express*" and Will Bradley's monograph on the subject, of unusual interest and practical value. They are sent free upon request. Strathmore Paper Co., Middletown, Mass., U. S. A.

"You have a printer who knows"



that the concern is using advertising for a purpose that is rather uncommon in manufacturers' merchandising.

In the copy much emphasis is put on the trade-mark. It is always conspicuously shown. The ideas in brush production that it stands for are usually elaborated. In some respects the copy has a mail-order appearance. Generally two or three brushes are illustrated, described and priced, often the prices on several others are listed. Orders by mail are solicited, but not aggressively. One gets the impression from the copy that mail orders are acceptable, but that inquiries are just as welcome.

DETAILS OF CANVASSING PLAN

Before going any further with the description of the advertising methods, it will be necessary to take a look at the agency organization. The number of canvassers, of course, varies greatly. However, usually about a thousand are on the job. Applicants for agency positions are sought through the classified columns of half a dozen national mediums. Candidates receive a book of instructions, which tells all about the proposition, together with a selling talk on the line and on each individual brush. Letters and other literature are sent out to instruct the agent in the fine points of the work. Mr. Fuller, having had experience as a canvasser, knows how to coach the men to get the best results. To this fact, he attributes his success in dealing with a class of men who are generally regarded as being uncommonly hard to handle. In the main those who depend on canvassing as a means of livelihood are affected with the wanderlust. They change jobs as often as a certain lizard is reported to change its color. The Hartford manufacturer has this difficulty to contend with. However, it is gradually being minimized. Mr. Fuller says that he does not lose any more agents than many manufacturers lose dealers. In many lines twenty-five to fifty per cent of a manu-



Proud of His Favorite Son.

Uncle Sam may be profiting enormously for the time being by the misfortunes of others, but he knows well enough that, when all is said and done—and especially when the great war shall come to an end—it is to the arts of peace that he must turn at last for any enduring prosperity.

The arts of peace rest in the United States upon the most fruitful soil in all the world.

So long as our farmers make proper use of their marvelous inheritance, so long will we remain a great expanding nation.

Uncle Sam is shrewd enough also to know the type of farmer that is doing most for himself, his country and posterity.

He knows what the stock farm means. He recognizes in it the kind of management that is making the country richer every hour.

He also knows that on the reading table on most of these best farms he will find the weekly issues of THE BREEDER'S GAZETTE.

He approves of that too, because he believes that there is real conscience, heart and patriotic spirit manifested in its conduct.

THE GAZETTE goes to more than 90,000 farm homes each week by invitation. Advertising rate, 70 cents a line flat.

THE BREEDER'S GAZETTE

Established 1871 "The Farmer's Greatest Paper" 1.00 per Year

Sanders Publishing Co., 542 South Dearborn St.

CHICAGO, U. S. A.

Member Audit Bureau of Circulations.



George W. Herbert, Inc.
Western Representative,
600 Advertising Bldg.,
Chicago, Ill.

Wallace C. Richardson, Inc.,
Eastern Representative,
321 Fourth Ave.
New York City.

Attention

Agency Solicitors

Do you know the value of Newspaper Classified for developing small accounts?

Do you realize that Mr. Small Manufacturer, who can't afford display advertising, can be helped along so that he can spend \$150 to \$300 weekly on Entire-Country lists?

Do you feel justified in stunting the growth of a small business because the "account is too small to bother with"?

Do you understand the methods by which distribution is secured through "Agents," "Salesmen," "Help Wanted" and "Business Opportunity" ads in leading Newspapers of the Country?

Do you want to "lose out with the boss" by not getting increased billing to your credit?

If you answer "No" to any one of these questions, it's time to wake up and write for Bulletin 135-P and particulars of our Co-operation Plan and Commission Proposition.

ARKENBERG Special Agency

406 Madison Ave. - - Toledo, Ohio
702 World Bldg. - - New York, N. Y.
16 Regent St. - - London, England

facturer's retailers become inactive each year. The expense of renewing dealers is much greater than the expense of getting new agents.

These brush salesmen have rather small territories, to which they have exclusive rights. On the average, a population of 15,000 people will make a territory. Ordinarily a small city or a county will be assigned to a man, although there are no set and fast rules as to this. Individual locations have much to do in deciding the matter. A narrowly limited territory is given each agent so that he can work it intensively. It is intended that he build up permanent customers, become thoroughly acquainted with his trade and handle it just as though he had a brush store.

Salesmen are required to buy the line of samples. After that they give a letter of credit, signed by some local person who is rated in the commercial agencies, which entitles them to ten or fifteen days' credit on all subsequent purchases. This gives the agents credit until they have had time to make deliveries and collect the money on their sales.

A liberal commission is paid to agents. Men who work steadily make from \$25 to \$35 a week. Exceptional men do much better than this. In the neighborhood of five per cent of the 1,000 regular canvassers are women. Generally speaking, however, the men are more successful. They work longer hours for one thing. Then, besides, it is more difficult for women to make deliveries, which are often bulky. It is important that the agent who makes the sale deliver the brushes in person. It has been found that when the purchase is delivered that very often the buyer will place another order. Salesmen are required to maintain listed prices. It is only to be expected that some manipulations are made in the quotations. When it is discovered that agents are doing this, or anything else that is contrary to rules, they are dropped from the organization.

The Fuller salesmen do not

The Youth's Companion Family Circulation

is growing every week—at the advanced subscription price

The demand for The Companion at the present subscription price (raised to \$2.00 a year in January, 1912) is shown by the fact that more new yearly subscriptions at \$2.00 a year were received during the first ten months of 1916 than during the same period of any one of the ten previous years.

***THE YOUTH'S COMPANION'S
is an All-Subscription Circulation***



The Countryside

SUBURBAN LIFE

To the Advertisers of America:

As we have already told you, in a brief announcement, The Independent Corporation has purchased The Countryside and will carry forward its publication beginning with the Christmas Number in December.

The President of The Independent Corporation, Mr. William B. Howland, has had in mind for many years the development which will now be made in The Countryside.

After 12 years of publication, The Countryside comes to us with a carefully built circulation of fine quality. It is our intention to increase largely this circulation within a reasonable time among those who love the country, who live in the country and who go to the country for their rest and recreation.

You know what has been done with The Independent in three years. Its circulation has now gone above 100,000. Its distinction is clearly fixed in the public mind as "the swiftest periodical news and picture service in America." Its volume of advertising is growing with steadily increasing momentum.

By the same token—but in another field of service, equally substantial in the constituency to which it appeals—it is our plan to make The Countryside one of the most useful, and beautiful, and interesting, periodicals in America—and the leader in the broad field which has been chosen for its larger development.

The new information card of The Countryside and an editorial announcement have been mailed to each one of you personally.

The Independent

November 10, 1916

canvass blindly from door to door. They try to make appointments with prospects for a demonstration of the line. A copy of one of the magazines containing the firm's advertisement is an important part of a salesman's equipment. It is used to gain the prospective buyer's confidence. If she does not read the publication herself, she at least knows about it. She feels that most manufacturers who advertise are reliable. She immediately sees that this is not an ordinary canvassing proposition, and therefore willingly gives the salesman a chance to show his wares.

CANVASSERS BENEFIT BY MAILING CARD

There is another device that the company is using to get an audience for its salesmen, which is meeting with exceptionally good results. The concern makes a certain little kitchen brush at a manufacturing cost of four and a half cents. It sells these to its agents for three cents each. A few days before the salesman intends to work a street, he mails out a card to his prospects, who live on it. Apparently this card comes from Hartford or from one of the general sales offices of the company, of which there are eleven in the country. The postal announces that an "advertising agent" of the firm will call in a few days and present a useful kitchen brush, with his compliments. The reader is told that this brush is a fair sample of the quality of the whole line. A hope is expressed that the lady will give the salesman a chance to show his samples. Nine times out of ten this card wins a reception for the canvasser. The woman feels under obligation for the brush, and generally gives the salesman all the time he requires in which to show his line. This "stunt" has been so effective that the company's agents are using it quite generally. The men are glad to invest a few cents to get an interview.

Inquiries received from the magazine advertising are, of course, turned over to agents,

provided there is one in the district. Agents find that these inquiries are valuable "leads" and succeed in selling a good percentage of them.

A catalogue and other follow-up literature go out in response to all inquiries. This matter paves the way for the salesman's visit. If there is no agent on the territory, the literature is written so that the interested person would be likely to send a mail order. However, none of the advertising material of the concern is strictly the mail-order type. While a lot of orders are received from consumers, the amount is really trifling, as compared with the sales of the canvassers.

There is a decided household efficiency twist to the follow-up matter of the company, and in this we have come to the part of the story that probably will be most significant to manufacturers in all kinds of business. When Mr. Fuller started to make brushes, there were only twelve numbers in the line. At present, there are sixty. Instead of making brushes that can be put to a multitude of uses, the policy of the concern has been to make brushes for every conceivable purpose.

The following quotation from the catalogue explains the idea:

"While every Fuller brush is special-for-the-purpose, there are some which do not come under the foregoing general classifications. We style these Special Purpose Brushes. It is our place to see that the need brings forth the brush, whatever form of brush that may be. It is said that Necessity is no more the mother of invention in tools than she is of variety in their uses. While many a Fuller brush can be put to a multitude of uses, we believe you will prefer exactly the proper brush for each given task. That is Efficiency. That's the Fuller idea."

The catalogue makes the reader see uses for brushes that she never knew existed. It also brings to mind tantalizing places that a woman has had to clean and which she always had trouble in

doing, because she lacked suitable tools.

The company issues a folder, which it calls a "key to the general catalogue." In it are suggested many uses for brushes, grouped under over fifty classifications. Brushes are suggested for such odd uses as cleaning carved woodwork, window blinds, for sweeping concrete walks, for crevices, for dusting banisters, for getting under the bath tub, etc. Here are a couple of samples, which show the way the "Key" is made up:

"For cleaning upholstery our No. 21 is pointed and dusts tufted work, corners, crevices, etc. Our No. 23 is excellent for plain upholsterty of any kind. Our No. 40 in white Tampico fibre is also excellent for this purpose.

"For radiator our No. 62 is the only style brush that will clean all dust out. It goes in either end, side or top. The soft flexible bristle goes in a very narrow place and spreads out touching every part of the surface between the sections."

After reading this literature a woman is likely to wonder how she has been able to keep house without a whole arsenal of brushes.

TAKE SPECIAL ORDERS ALSO

Agents are instructed to sell brushes in sets, where they can. They take an order for a complete set for the kitchen or the automobile, or the bathrooms, or for personal use. Then when they make the delivery, they are often able to sell more brushes or perhaps another set. It is a common thing for men to sell a ten-dollar order. The line is so extensive that it is possible for agents to build up a permanent business on it in a locality. The extent of the line also explains why it would be difficult to get dealers to feature it properly.

Now here is another interesting point. Brushes are made to order. The company will make one brush for a person, provided it can be made on the twisted wire principle, to suit any special purpose he may have. This business

is encouraged, both in the literature and by the agents. Salesmen are constantly sending in special orders. If the idea seems to be a good one, the special brush is added to the regular line. If the merit of the idea is not recognized when an order for a new kind of brush first comes in, the brush will be added later, if special orders for it continue to come. It is in this way that the line has grown to five times its original size, and is still on the increase.

PRINTERS' INK has told how the Aluminum Cooking Utensil Company uses college students as canvassers. In the months of June, July and August, college men are an important part of the Fuller sales organization. In the neighborhood of 500 of them were employed during the past season. Mr. Fuller says that, as a whole, they make the best canvassers. They are clean cut, intelligent, aggressive and yet courteous. Being compelled to earn enough money during three months of the year, to keep them at college the other nine months, they work like Trojans. They have less trouble in getting a hearing than other agents. Each student has a neat business card, which bears the name of his college or university. This gives him a standing, which he would not otherwise have. Only a very obdurate woman would refuse a college man the courtesy of a few minutes of her time.

The work of interesting college students in the proposition is delegated to a man who is a sort of specialist in this form of organization. He visits the colleges early in the school year and lines up those who would like to take up the work the following summer. He appoints an aide at each college who assists in forming the organization, and who later helps in training the candidates for their duties. The aide is generally a young man who has had experience in selling the brushes.

The coming year this organizer will have assistants to travel around with him. In this way a

"It Pays to Advertise"—ABROAD

ADVERTISING agencies are usually thought of in terms of the service they render in acquiring domestic trade. We render a similar service in the acquisition of foreign trade.

Our service is the equal in every respect of that of the leading domestic agencies. But our scope is broader, more comprehensive. It is world-wide.

We are at present "internationalizing" the names of scores of products here recognized as household words.

Many of America's foremost manufacturers of automobiles, of household products, of machinery and other diversified lines—all keen, successful exporters—are numbered among our clients.

J. ROLAND KAY CO.



International Advertising Agents
Conway Building Chicago, U. S. A.

Associate House (Established 1814)
John Haddon & Co., London, England

SYDNEY CAPE TOWN BUENOS AIRES

*You will be interested in reading "Lest We Forget the Ships," a booklet containing a detailed statement on overseas trade and our service.
A request on your letterhead will bring a copy.*

much larger number of students will be interested, and the sales force will be correspondingly greater next summer.

The company does its best business while the college men are selling its products. Many of these young men are extraordinarily successful in the work. Some of them like it so well that they take it up as a permanent business after finishing their course. Several of the general sales offices are in charge of college boys who worked up from the ranks.

Inquiries are occasionally received from retailers. Once in a while a shipment is made to a dealer, when no agent has the territory. These sales are not followed up. The company makes an inexpensive brush, which is sold through regular trade channels, mostly through larger distributors.

Very few manufacturers would care to imitate the selling plan of the Fuller Brush Company in its entirety, although certain of

its methods are of great suggestive value to those in other fields. It is an unusual plan that has been worked out to meet the needs of a peculiar business. It shows, however, that even the business that is "peculiar" can find some way to make advertising serve it.

Max Fischer, Pioneer Special Agent, Dead

Max H. Fischer died at his home in Flushing, N. Y., November 3, aged 67 years. He was one of the early newspaper specials in New York, representing the St. Louis *Post-Dispatch* for many years. Later he was on the staff of German-language newspapers in New York. Of late years he devoted much attention to patents and the promotion of investments.

Change in Detroit Motor Field

George W. Cushing has resigned as advertising manager of the Federal Motor Truck Company, of Detroit, to join the advertising department of the Hudson Motor Car Company, Detroit. L. B. Dudley, who has been with the Campbell-Ewald Company, succeeds Mr. Cushing.

Now Is the Time for Newspaper and Magazine Solicitors or Representatives to go after National Ad- vertisers and Agencies for January Contracts

2213 appropriations will be made
662 for Medicine and Toilet Preparations
239 for Food Products
164 for Auto and Auto Accessories
132 for Beverages
141 for Agricultural Accounts
70 for Seeds and Plants

Our subscribers know this from the

Standard Register of National Advertising

THE ACME OF ACCURACY

10 EAST 43rd ST. Tel. Murray Hill 496 NEW YORK CITY
PUBLICATION OFFICE: MINERS BANK BLDG., WILKES-BARRE, PA.



The ARCHITECT



The HOUR-GLASS

Before finding its place in the finished building every separate unit must pass the scrutiny of the architect and his superintendent.

The process may be likened to the operation of the hour-glass.

In the upper part we have the various materials entering into any given building—in the lower part we have the completed structure.

At the narrow point, where the grains of sand pass single file, we have the ever-watchful eye of the architect—the trained expert who is educated and paid to see that nothing "gets by" that should not.

The architect will not permit anything to go into his building that he does not know about.

The most effective and permanent way to inform architects regarding new devices or to remind them of standard staple lines is by the use of the right copy in good architectural journals—the publications for which the architect pays his own good money.

THE BRICKBUILDER holds a position of great strength as a technical architectural monthly.

"The Architect—A Great Economic Power," a paper treating in detail of the function of the modern architect will be sent on application.

The Brickbuilder

An Architectural Monthly

ROGERS AND MANSON COMPANY, Publishers

Main Office and Editorial Department Advertising Department
85 Water Street, Boston 42 West 39th Street, New York



Why These Signs Help the Pictorial Review Co. Sell Their Patterns.

The manufacturers of Pictorial Review Patterns wanted something to help dealers bring the women into the stores to buy patterns. Something striking, artistic, with real advertising value, so they chose and are distributing

B. & B. ELECTRIC INDOOR DISPLAY SIGNS

as shown in the cut above, because:

1. They are prominently displayed by the dealers in their windows because they are not an added expense as they fit any light socket and serve as an attractive globe night and day.

2. They are made of White Opal Glass and unfailingly attract the attention of the passer-by.

3. They bear the slogan or trade-mark of the advertiser, tying up publication advertising with the dealer's window and stock.

4. The advertisement is printed on front which faces the street and attracts the passer-by and is also printed on the back which reminds the customer that Pictorial Review Patterns are sold at that particular place.

5. The B. & B. Octagon Globe is Patented and the use of this sign is restricted to only one advertiser in each line.

We will be glad to submit sketches without obligation for Your Product.

B. & B. SIGN CO., Inc.
341 Fifth Ave. New York
Telephone 5942 Vanderbilt

Popularizing a New Way of Planting Garden Seeds

How the American Seedtape Company Seeks to Change Century-Old Method Through Advertising—Has Built Up a Business of 1,500,000 Packages in Two Years' Time

By Frank Leroy Blanchard

THE first serious and apparently successful attempt to substitute a new method for the old way of planting a garden is being made by the American Seedtape Company, of New York, of which Frederick Oscar Bezner, vice-president of the Hudson Motor Car Company, of Detroit, is president and chief owner. The company is engaged in marketing Pakro Seedtape, which may be described as forty-foot roll strips of narrow tissue-paper in which, at the proper distances apart, seeds are enclosed. In order to plant his garden all the householder has to do is to unroll the seedtape strip, stretch it on the ground and cover it over with earth.

When Mr. Bezner purchased the business early in 1915 little had been done to put it on a sound financial footing or popularize the product. The plant, which was located at Plano, Ill., was small, being equipped with only ten machines for making Seedtape. The first thing Mr. Bezner did was to start a small but aggressive campaign of advertising. The sales during the fiscal year 1914-1915 aggregated 250,000 packages. Convinced by this result that he was on the right track, he increased the advertising appropriation to \$25,000 and added thirty-five more machines to the plant. As a result of the work done, backed up by the advertising, the output for 1915-1916 footed up 1,500,000 packages.

"We have been so well pleased with the results of our efforts," said Mr. Bezner, "that we are to invest a minimum of \$50,000 for advertising the coming season in

It Took Nerve

To hold our rate to 75c a line when everything that goes into a paper is rocketing and we're putting out 175,000.

To announce a raise in subscription price to \$1 a year, when this is the second raise within one year.

and Faith

We believe—vastly—in Kimball's Dairy Farmer

It is paying advertisers. Its editorial influence is growing. Its commercial advertising patronage is growing. Its livestock advertising is increasing every issue—a sure sign of prosperity and pulling power.

We believe in Quality

We are giving the money's worth and our people will spend the dollar to prove it.

We have a prosperous, definitely classified circulation—cow milkers every one—cash buyers and good spenders.

We believe in pro rating the cost

among the largest possible number. There's your reason for the 75c-a-line rate, though we have given all year over 175,000 net paid-in-advance.

Do You Approve?

If so, put Kimball's Dairy Farmer on your list.

A. E. HASWELL, Advertising Manager REPRESENTATIVES

J. C. BILLINGSLEA,
1119 Advertising Bldg., Chicago
A. H. BILLINGSLEA,
1 Madison Avenue, New York
A. D. McKINNEY,
Third National Bank Bldg., St. Louis
R. R. RING
833 Palace Bldg., Minneapolis
J. C. BILLINGSLEA,
1407 Kreage Bldg., Detroit, Mich.

JUST OUT

Special information on
Kimball's Dairy Farmer
and the dairy business.
An information bulletin
compiled along lines of
suggestions from leading
advertising men. Con-
densed, clear, free from
bull. Ask for it.

**KIMBALL'S
DAIRY FARMER**



**Waterloo
Iowa**

THE WORLD AGAIN IN THE LEAD

Q Demonstrating again as so often before that a good, clean, wholesome newspaper printing **DEPENDABLE** news and "features" of interest to all members of the **HOME** circle is bound to win the appreciation and patronage of advertisers.

THE WORLD

Printed in October 1916	4,882 $\frac{3}{4}$ Cols.
Total Paid Advertising	4,882 $\frac{3}{4}$ Cols.
In October, 1915 . . .	4,151 $\frac{1}{4}$ Cols.
World's Gain, Oct., 1916,	731 $\frac{1}{2}$ Cols.

The Herald

Printed October, 1916 . . .	3,039 $\frac{1}{2}$ Cols.
Printed October, 1915 . . .	2,756 $\frac{1}{2}$ Cols.
Gain 1916	283 Cols.

The American

Printed October, 1916 . . .	3,285 $\frac{1}{2}$ Cols.
Printed October, 1915 . . .	3,445 $\frac{1}{2}$ Cols.
Lost 1916	160 Cols.

exploiting our goods. We will use women's magazines and periodicals devoted to gardening, and will do local advertising in 500 towns and cities under 25,000 population in which we can secure the co-operation of newspaper publishers. The copy that will be used will be designed to interest women in Seedtape, as they have more to do with laying out the garden, whether it be for flowers or vegetables, than the men. Orders we now have in hand indicate sales of 5,000,000 packages in 1916-1917.

"Garden seeds are usually sold

the hundreds and thousands of manufacturers is, of course, tremendous. We try to get them interested in our product in various ways—by letters, by attractive mail matter and by furnishing copies of our advertisements that are to appear in the magazines and newspapers.

"There is one thing, however, we don't do and that is offer the jobbers' salesmen bonuses or prizes for selling Seedtape. We believe that any attempt to influence salesmen in this way is an interference with the sales organization that many jobbers resent—and I do not blame them. They pay the men their salaries and expect them to sell all lines of goods handled by the house and not to devote an undue share of their time to any one article."

While the Seedtape method of planting was originally designed for gardens alone, it is likely that it may be extended to planting larger areas. The company is at present experimenting upon tobacco, sugar-beet and other seeds. If these experiments are successful it is quite probable that Seedtape will become

popular with the planters, as its use, according to the claims made by the company, would result in a saving in seed, would mean greater certainty of germination and with less labor.

Mr. Bezner states that tests of Seedtape made by several Government Experiment Stations have proved highly satisfactory.

J. D. Gerahy Makes Business Change

J. D. Gerahy has left the sales department of the Sackett & Wilhelms Company, New York, to become president of the Kent Sales Corporation, of the same city, specializing in advertising devices.

COPY APPEARING IN NEWSPAPERS *

to dealers on consignment and by mail. The American Seedtape Company sells its product for cash to jobbers through its own salesmen. Our interest in the goods does not cease when the jobbers have placed them in stock; but continues until they are in the hands of the consumer. It is our duty to do what we can to move the product all the way through the several distribution channels."

In discussing the problems of the sales department, C. H. Macdonald, the general sales manager, said: "To get the active co-operation of the jobber and his sales force is most desirable. The pressure brought to bear upon him by

The Leasing System at the Parting of the Ways

Enforcement of Clayton Act Will Determine What Is Lawful

THE present may well be said to mark a parting of the ways for the system whereby certain manufacturers instead of selling their product outright lease the articles on a rental or royalty basis. It is a system which has had such growth in popularity that a disturbance of this form of distribution is of no little significance. Moreover, the new turn of affairs makes its influence felt in business circles from two different angles. Primarily, any possible necessity for readjustment in marketing methods affects the producers of goods put out under lease but, as it happens, most of the specialties thus marketed are machines designed for creative work in office or factory and thus we have other advertisers and manufacturers who are interested because they are in the role of ultimate consumers.

That the progress of the leasing system is at a crucial stage, involving a necessity for careful handling of the situation if the system is to survive, is due to the activity of the National Government looking to the enforcement of the law known as the Clayton Act, which was adopted in October, 1915. One of the principal purposes of this enactment was to strike at leasing or royalty systems characterized by what are known as "tying clauses." It was frankly stated in Congress at the time of passage that the new statute was intended, in effect, to reverse the decision of the Supreme Court of the United States in the famous Dick-Henry case in which case the nation's highest tribunal had affirmed the right of a manufacturer to market his goods, with "license restrictions" attached, dictating as to the supplies to be used.

No sooner had the Clayton Act become a law than there was activity not only on the part of various firms which lease or license

machines, but likewise on the part of numerous actual or prospective rivals, whose competition had been restrained under the memorable Supreme Court decision. Although two years have now elapsed since the Clayton Act was approved, a more or less chaotic condition yet obtains with respect to this form of distributing goods. A canvass of the situation just made by PRINTERS' INK indicates that whereas many manufacturers have, in fear of the law, abandoned the marketing of their product on the direct or indirect royalty basis, others contend that the Clayton Act cannot be made to apply to leasing or licensing systems such as they have devised and, fortified by this confidence, they are sticking to their old distributive policy.

TEST CASES THAT MAY DETERMINE THE ISSUE

The determination of some of the leading manufacturers affected to "fight it out" renders it probable that the future of the leasing or licensing system in America is dependent upon the outcome of two test cases now under way. One of these cases, now pending on appeal, is that of the United States Department of Justice against the United Shoe Machinery Company of Boston. The shoe-machinery company, which supplies factory equipment to shoe manufacturers on a royalty basis, has, as our readers know, long been held up as the "horrible example" of the iniquities resultant from a license system with "tying clauses." Unless it can be forced, under the law, to abandon its erstwhile system of marketing its machines, the remedy devised by the opponents of this sort of thing is manifestly futile.

The other test case—and it is of even more significance to the average manufacturer than the United Shoe Machinery case—is

Service to the Advertiser

The New York Evening Post gives *more* than circulation to its advertisers. It gives *Service* unique in the newspaper field.

This Service *extends* the producing-power of the advertisement far beyond the publication day. The New York Evening Post service focuses the attention and *concentrates* the mind of the purchaser upon the subject advertised while separated from other disconcerting influences.

Throughout the Year

Frequently throughout the year, advertisers are given reproduction of their advertisements in artistically printed and bound magazines devoted to the respective subjects, such as: "Fall and Winter Fashions," "Apartment House Guide," "Educational Directory," "Unusual Shops," "Summer Resort Guide," "Musical Directory," "Women's Clubs Convention Guide," "Summer Camp Directory," "Winter Resort Guide," etc.

The New York Evening Post Service Bureau

The New York Evening Post Service Bureau extends a further co-operation to the advertiser by giving all possible assistance to the public by supplying information desired in making selections.

There is an Individual Service for Your Particular Business. Write and it will be explained to you. Address the Service Bureau

New York Evening Post

More Than a Newspaper—A National Institution

20-22-24 Vesey Street New York City

the action recently taken by the Federal Trade Commission against the A. B. Dick Company. Here we have what amounts to a new chapter in that controversy as to marketing methods which was supposed to have been settled when the United States Supreme Court decided the Dick-Henry case. The Federal Trade Commission, having been created expressly, as it were, to knock out this marketing code, has lost no time in reopening the case by a move designed to force the Dick Company and its allied interests to cease marketing goods with license restrictions.

Generally speaking, the A. B. Dick Company, which manufactures the mimeograph, and its affiliated concern, the Neostyle Company, which puts out the duplicating apparatus bearing that name, have made no changes whatever in their selling policy in the face of the Clayton Act. During the past year mimeographs have continued to be sold with the license restriction that they may

be used only with stencil-paper, ink and other supplies made by the A. B. Dick Company and, to double-rivet the business, wax stencil-sheets have been put out duly inscribed with warning notices to the effect that they may be used only on a given Dick machine—say, the Edison Rotary Mimeograph—and only with ink made by the Dick Company. Similarly the agreements between the Dick Company and its agents continue to contain the paragraph: "The right to use mimeographs purchased under the terms of this agreement is dependent upon the full performance of the conditions in the license restrictions attached to each of said mimeographs."

Disclosure to the agents of the Trade Commission of the volume of business done by the A. B. Dick Company goes far to explain why it is that firms that have had experience with the placing of goods on what amounts to a royalty basis are so anxious to continue the custom. During

The largest compact market for farm equipment is on the

**597,735 farms of over 175 acres, and
623,868 farms of 100 to 174 acres, or
1,221,603 farms of over 100 acres**

in the territory covered by the I. & T. T. J.

The determining factor in the choice of this equipment (granting that the *dealer decides* as to brand) is the

**Implement & Tractor
Trade Journal**

Kansas City - Omaha
"For the Territory West of the Mississippi"



Implement & Tractor
Trade Journal
Dealer Service

MANUFACTURERS AND ADVERTISING AGENCIES
SHOULD KNOW MORE ABOUT OUR SERVICE FOR SECURING
DEALERS' CO-OPERATION



"How to Get a Greater Number of 'Showings' for the Window Display" is the title of an interesting article that appeared on page 45 of the October 26 issue of Printers' Ink. The closing paragraph on page 48 reads:—

"Manufacturers in many fields should be able to adopt the Vantine idea of interchangeable displays. It is a plan that will not be overworked for a long time, and it is something that can be offered the retailer with the assurance that he is being given material that has the merit of being novel and highly effective."

This Vantine series of practical displays was arranged in our studios through our co-operation with A. A. Vantine & Co.'s Advertising Department.

We are in a position to successfully serve a few more manufacturers and advertising agencies. A postal, letter or phone call will bring you complete particulars.

A FEW PROMINENT MANUFACTURERS WE HAVE SERVED

Eaton, Crane & Pike.
Thos. A. Edison Co.
Thos. G. Plant Co.
U. S. Cartridge Co.
C. Kenyon Co.
United Shirt & Collar Co.
Remington Typewriter Co.
Simmons Hdw. Co.
H. W. Gossard Corset Co.
Standard Oil Cloth Co.
Firestone Tire Co.
McCallum Hosiery Co.
Armstrong Cork Co.
Quaker Lace Co.
Johnson & Johnson.
Welch's Grape Juice.
Doubleday, Page & Co.

A FEW LEADING AGENCIES WE HAVE CO-OPERATED WITH

N. W. Ayer & Son.
H. K. McCann Co.
Calkins & Holden.
Blackman Ross Co.
Street & Finney.
M. P. Gould & Co.
Federal Adv. Co.
Nelson, Chesman Co.

DRY GOODS ECONOMIST

Window Dressing Dept.

231-243 WEST 39th STREET

NEW YORK CITY

We are looking for An Editor

Somewhere there is a man peculiarly fitted to edit our House Magazine.

This magazine is not merely a House Organ—it is a Magazine.

The object of this magazine is, of course, to promote the products we make. Still, the magazine is so broad in scope that its influence is felt generally in the industry it represents.

The man we need must be one-third editor, one-third advertiser and one-third merchandiser. He should be a combination of all three. His experience should have been in all of these branches of business building.

The right man is not too young, nor too old; full of "pep," ambition and having the "get-there" spirit.

This is an exceptional opportunity for an exceptional man to join an organization where real hard work counts, and is recognized.

If you think you are the man, write stating in detail experience; age; past and present employer; salary expected. Do not submit samples with your first letter.

**Address T. M., Box 161
Care of Printers' Ink**

the calendar year 1915 the Dick Company had actual net sales amounting to \$1,138,377.52. But please observe to what an extent the money is in the supply end of the business. Although the Dick Company sells its machines outright instead of merely leasing, and for all that it is understood to receive cost price or better, the machine sales in 1915 aggregated \$241,540.74 for the Mimeograph and \$60,295.78 for the Neostyle. Set over against this were supply sales that made up most of the million-dollar turnover—\$541,728.37 worth of waxed stencil-paper, \$215,430.27 worth of ink and \$105,428.70 worth of miscellaneous supplies.

That manufacturers of patented specialties yet hold the whiphand over competitors in some instances by means of license restrictions, despite the Clayton Act, is eloquently attested by statements made to the Federal Trade Commission by Miss Lillian Weissler, of 148 Rutledge Street, Brooklyn, who is manager of the duplicator and wax stencil-paper business owned by Mrs. Margaret Henry, widow of Sidney Henry, defendant in the Dick-Henry case. Miss Weissler states that the injunction issued and made perpetual as a result of the famous suit has not been removed since the passage of the Clayton Act and that her firm is still obeying the injunction and refrains from supplying wax stencils and inks to users of the Dick or Neostyle machines.

Charles E. Archbald of New Brunswick, N. J., manufacturer of duplicating supplies, figures that the Clayton Act leaves the field open, but he said to the Trade Commission: "It is almost impossible to have my customers agree with me in regard to the Clayton Act protecting them." Harry E. Smith, president of the H. E. Smith Company, Newark, N. J., says he is doing more business in this same line since the Clayton Act went into effect, but that fifty per cent of the people in trade are yet "timid" and "do not know where they are at." Said he: "One of the largest rail-

Intensified Publicity

AGENCY



AUTOMOBILES

The difference between mere advertising and intensive advertising is the same as between farming and intensive farming. One produces a living, the other a living *plus a profit*. And it costs so little extra to advertise intensively — to plug the leaks through which prospects slip. Simply complete the advertising cycle and show them *where to buy*, as well as *what to buy*.

MEYERCORD Decalcomania Window Signs

Whether advertising automobiles, watches, rubber heels — no matter what your line — your magazine publicity can be made doubly effective with these signs. Sell your prospect from the page and then let one of these signs remind him of his decisions. That's how to turn men into the buyer class. That's the plan O'Sullivan Rubber Heel Co., Overland Automobile Co., Hart Schaffner Marx, Northwestern Knitting Co., Hamilton Watch Co., Stewart-Warner Co., and scores of equally big companies use so profitably. And why not use it yourself?

When writing for fuller particulars, don't forget to

Ask For Samples

The Meyercord Company Chicago — New York

Boston, Philadelphia, San Francisco, Buffalo,
Havens, Toronto, Dallas, Cleveland,
Minneapolis, Atlanta, Winnipeg

PHOTOPLATING IN GOLD AND SILVER a n d VITRIFIABLE COLORS ON GLASS AND METAL.

By the "Jelliffe Process" beautiful Photographic reproductions are made from Photographs, Drawings, etc. on Metal, Glass and other surfaces in

Gold, Silver, Copper, Aluminum
and in colors.

and there fixed permanently in solid metal with the design standing out in BOLD AND STRIKING RELIEF == an exact reproduction == a thing of beauty.

PHOTOPLATING is a NEW PHOTOGRAPHY of wider range and scope in application to the Arts, Sciences and Industries than ever known before. LOW IN PRICE.

Used for signs of all kinds, for name plates and transparencies, and in an endless variety of advertising helps

Free samples on request. Write today.

FRED. A. DENNISON, 280 MADISON AVE. N.Y.
Telephone Vanderbilt 1285.
Wm. L. Pressey, Unity Bldg. Chicago.

Most Pacific Coast advertising can be made to create the largest possible number of sales per dollar invested by engaging the services of our advertising division.

•THE•
GE·F·EBERHARD·COMPANY
Introducing • Advertising • Selling
360-370 Fremont Street
SAN FRANCISCO
Los Angeles Seattle

roads in the country asked me to put up a bond protecting it against litigation before it would buy my supplies."

Whereas various machinery manufacturers, as, for instance, the producers of shoe machinery and button-making machinery, elect to lease or license their machines on what might be termed a straight royalty basis, it is very evident that many manufacturers actually prefer an indirect form of return, just as the Dick Company makes its income principally from the sale of supplies. Note, too, the manner in which a leading producer of talking-machine records has for some years past flirted with the idea of "licensing" records only for use on its own machines. It is admitted that the time is coming, if it is not already here, when the money in the talking-machine business will be in the records rather than in the instruments, and if a manufacturer with a fine library of records could really control the use of his records by means of license agreements the possibilities would be infinite.

Unquestionably one of the best "interlocking" schemes for leasing machines with double royalty accruing is that followed by the three companies which manufacture statistical machines—card-punching machines, card-sorting machines and tabulating machines—such as are in use in the large railroad offices of the country, State and municipal bureaus of vital statistics and other institutions where record-keeping on a large scale is imperative. The manufacturers of these statistical machines make a practice of leasing the machines on a rental basis, but they derive additional profit from the circumstance that they and they alone can supply the class of blank cards that are required for the successful operation of the respective machines. It is not that the use of these cards is forced by means of patent monopoly or license restrictions, but merely by the fact that no suitable cards are obtainable in the open market. "Why," said a business man to PRINTERS' INK

Golfers Magazine

CHICAGO, JANUARY 1917



THE NEW SIZE

Commencing with January, 1917, issue GOLFERS MAGAZINE will be published in enlarged form. Size of type page will be 8 x 12 $\frac{1}{4}$ inches. Column width 2 $\frac{1}{4}$ inches; 3 columns to the page.

Rates Per Page (New Size) \$2.25
45 cents per agate line
Standard Magazine Adv. sizes can be used.
Write for copy of prospectus.

GOLFERS MAGAZINE
58 West Jackson Blvd. CHICAGO, ILL.
J. R. HASTIE, Secretary and Adv't. Mgr.

An Advertising Manager and a Sales Manager Wanted

One of our clients, a concern established over ten years, doing a prosperous business, desires to employ an advertising manager to look after Follow-up and Direct Advertising Department.

Same concern requires services of a sales manager to handle 25 to 40 men. He must not be over 40 years of age and must have proven capacity.

The client wishes men for these positions who will live in a small town, who have shown that they have something besides a desire.

In sending in applications state age, experience, references. No attention paid to letters that do not contain this information.

CAMPBELL-EWALD CO.
117 Fort Street, West
Detroit, Mich.

\$172,662,000.00

This is the amount of building operations from January 1st to October 25th in

NEW ENGLAND

These figures show the tremendous strides that these six northern states are making. It is a true index of New England's prosperity.

The GAIN over last year—corresponding period—shows an advance of MORE THAN TWENTY-FIVE MILLION DOLLARS. This year leads 1912—the famous highwater mark—by more than \$13,000,000.

Every one is busy in New England. Hands are all employed and there is a demand for more and more.

Wages were never so high in the history of New England, so New England offers a surely fruitful field for any advertiser.

New England, where money circulates freely; where the cities are easy of access, promises the greatest returns on your advertising. New England—where the

HOME DAILY PAPERS

are strong and result producers, is the place for your trial and regular campaigns.

These 12 point the way:

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783

Population 73,144, with suburbs 100,000

PORLTAND, ME., EXPRESS

Daily Circulation 20,944

Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 9,957 A. B. C.

Population 22,000, with suburbs 40,000

MANCHESTER, N. H., UNION and LEADER

Daily Circulation 27,705

Population 75,063, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 15,261

Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 20,949 net paid

Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS

Daily Circulation 20,021

Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 29,591

Population 100,000, with suburbs 250,000

BRIDGEPORT, CT. POST and TELEGRAM

Daily Circulation 31,000—A. B. C.

Population 150,000, with suburbs 220,000

HARTFORD, CT., COURANT

Daily Circulation 16,800

Population 98,915, with suburbs 125,000

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414

Population 150,000, with suburbs 175,000

MERIDEN, CT., RECORD

Daily Circulation 5,963

Population 37,265, with suburbs 50,000

the other day, "when I figured that I might do better to buy my cards from some other concern, I discovered that I could not even obtain in this country the grade of paper that is needed for the particular class of record that I keep."

With all the advantages to a producer of machines of the leasing or royalty system there is no denying the fact that many important ultimate consumers are, either for economic or for purely sentimental reasons, somewhat prejudiced against this plan of operation. Harry E. Smith, the manufacturer above quoted, told the Federal Trade Commission that the National Cash Register Company of Dayton, Ohio (which was a little while ago accused of seeking to monopolize trade in its line), "would like to do business with me" were it not for the license restrictions that tied it, in the matter of duplicating supplies, to the firm that furnished the machines.

**GOVERNMENT ITSELF NOW PREFERS
TO BUY OUTRIGHT**

The United States Government, which, in outfitting its biggest business offices, displayed, until a few years ago, a willingness, if not a preference, for leased machines, etc., is now all against the practice. The census of 1900 was compiled by the aid of machines, for the lease of which the Government paid close to half a million dollars, but now Uncle Sam owns machines outright and claims to have cut this item of expense in two. Only lately the Post Office Department in equipping the central office at Washington and post-offices throughout the country has broken away from the leasing habit—solely, be it explained, on the score of economy. In days gone by the postal establishment went so far as even to lease the vehicles used for the transfer of the mails in the cities, but outright ownership is now the rule.

One problem that has proved knotty for some manufacturers who put out machines on royalty is whether or not to under-

PORTLAND

Maine

Gained about 1,000 Families

The increase in Portland's population was about 5,000 souls during the last 12 months.

This is an ordinary healthy growth for such a city as Portland. It is a natural growth and one that bids fair to be permanent. The

EVENING EXPRESS

Gained about 1,000 Readers

With the increase of population there comes to the **EXPRESS** a consequent gain in circulation. Being the only afternoon daily in Portland its great increase must come from a gain in population. The P. O. Statement shows 21,247 copies. You might with advantage make a trial in Portland and the **EXPRESS**.

*Julius Mathews Special Agency
Boston Chicago New York*

Shoving The Clock Forward An Hour

is never suggested in BRIDGEPORT. All hours of the 24 are alike with many of the manufacturers. Saving daylight has nothing to do with this great industrial city as it works day and night.

Even the theaters work in shifts and give morning, afternoon and evening performances. All are crowded. So are the shops. People with desire and money make a great combination for the merchants. The

Post and Telegram

show by their advertising pages the great activity of BRIDGEPORT'S business houses. This is the connection between the buyers and the sellers.

If you have anything to sell BRIDGEPORT people advertise it in the "Post and Telegram" and the desired result will follow.

*Julius Mathews Special Agency
Boston Chicago New York*

PHYSICAL CULTURE

will probably never have a tremendous circulation, notwithstanding that it is devoted to the most vital and important problem with which the public is concerned—the building of better and healthier men and women. Unfortunately, fiction has greater attractions for the average person than health-knowledge.

But there is no periodical that can offer a circulation in which the editorial policy and the reader are more closely and sympathetically united.

And it's quality circulation, not quantity, that makes advertising pay.

New York Office: Flatiron Building
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

take to keep the machines in repair. Some manufacturers have assumed full responsibility for maintaining leased machines in operating condition and this has, on occasion, involved unexpected outlays. Another question of policy that has had to be determined by the manufacturer who prefers to lease is whether or not he will sell outright to customers who will not lease. Take for example, the situation when the United States Post Office Department recently decided that it would save money if it owned outright the 1,900 canceling machines needed in the service instead of leasing them as heretofore at a rental estimated to amount yearly to half the value of the machines. There was more or less curiosity as to how the manufacturers of canceling machines would view the interruption to the old relations, but practically every manufacturer who formerly supplied machines under lease has now offered terms of outright sale—four concerns have made proposals to sell new equipment and three have made tenders of the used machines that have been in operation under lease.

Emert Succeeds Mosley

L. C. Emert has succeeded O. C. Mosley as advertising manager of Libby, McNeill & Libby, Chicago. Mr. Mosley's appointment to a like position with the American Sugar Refining Company was announced in PRINTERS' INK last week.



And it works in daylight in show windows!

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

W. H. STAVENHAGEN CO., Inc.
331 FOURTH AVE., NEW YORK
Telephone, 6420 Madison Square


"CLIMAX"
 SQUARE TOP
PAPER CLIPS
The Clip that Grips

Packed 10,000 to the box, F.O.B. Buffalo.

10,000	- - -	17c per 1,000
50,000	- - -	13c per 1,000
100,000	- - -	10c per 1,000
500,000	- - -	9c per 1,000
1,000,000	- - -	8c per 1,000

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

We Are Elected

*and
The Country Is Saved
Once More*

PRINTING did it. Without printing the country would be lost indeed.

WE CREATE the "stuff" that saves businesses from disintegration and have been instrumental in placing many victories to the credit of our customers.

LET US DO FOR YOU what we have done for others. It will be to your interest to call on us at the PRINTING CRAFTS BUILDING, Eighth Ave.—33rd to 34th Sts.—New York City.

WE WILL SHOW YOU most convincing proof of our responsibility and competence to render you valuable assistance in producing anything pertaining to printing.

Charles Francis Press

TELEPHONE 3210 GREELEY

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

"Lost in the Mails"

Can never happen to drawings, copy, cuts, proofs, etc.—If the parcel is labeled with **McCourt's Gummed Labels**

Insure safe delivery or prompt return. **Perforated Rolls**—ready to insert in type-written address is typed quicker than scribbled by hand; always neat—and legible to everybody.

There's a big advertising value in McCourt's Labels—neat, attractive, representative. Cost no more than the old-style flat label. Get our prices—then ask your shipping clerk.

New Label Book and Cabinet Catalog

Free to readers of Printers' Ink

McCourt Label Cabinet Co., 54 Bennett St., Bradford, Pa.

H. H. BLACK, President

Typographic Service

Advertising Agencies exclusively

Especially equipped for handling Advertising Composition day and night

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

EMBOSSING

"stands out"—An embossed cover always stands out and makes your catalogue out of the ordinary.

We are specialists in the embossing line.

Walcutt Bros. Co.

141 East 25th St., New York City

We do ROTOGRAVURE PRINTING

Our Specialties
NEWSPAPER SUPPLEMENTS
MAGAZINE INSERTS
ADVERTISING BOOKLETS
SPECIAL FEATURES
Estimates Gladly Furnished

THE WATER COLOR CO., Inc.
263 Ninth Ave. New York
Advantageous Comission for Salesmen.
Commission Basis Only

ADS

our claims to render service are expressed in our work—and in no other way.

Hurst & Hurst Co.

Typesetters to Advertisers

138 West 36th Street, New York

Telephone Greeley 5244

Booklets

Many of America's prominent advertisers and

Catalogs

advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal Agency and others requiring High Class Booklet and Catalog Work use the

Charles Francis Press

Printers of Publishers' Ink
Printing Crafts Building
8th Ave., 33rd to 34th Sts., New York City

ASK

THE PUBLISHERS OF
HIGH GRADE PERIODICALS
WHO THEIR PRINTER IS. THEY
WILL PROBABLY TELL YOU
The Carey Printing Company

10TH AVENUE AT 36TH STREET
NEW YORK

CATALOG & BOOKLET
Work of a High Order
of excellence. Our satisfied customers are our best advertisement & endorsement. Always at your service.

ODETS PRINTING CO.

Printers of Merit
17-27 Vandewater St. New York
Phone Beckman 4765-4766

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

THE COLORPLATE ENGRAVING CO.

SCRIBNER BUILDING 313-39 WEST 43rd ST.
NEW YORK

J. L. RHODES President Phone 4460 Extant



QUALITY COLOR PLATES

ELECTROTYPE SERVICE IN CANADA

GET your electro out on time. As far as possible, all orders are sent out by us the same day as order is received.

We Save You Duty—
We Save You Time.

RAPID ELECTROTYPE COMPANY OF CANADA

MONTRÉAL; TORONTO and WINDSOR

*A good Picture
is worth a...
Million Words*

ARTHUR BRISBANE
BEFORE THE ADVERTISERS CLUB
THE STERLING ENGRAVING CO.
NEW YORK CITY
Artists - Engravers
200 WILLIAM ST.
TEL. 2-8000 BRISBANE
1015 AVE MR 36TH ST.
TEL. 2-8000 BRISBANE

THE advance in the price of paper has introduced new economic conditions in the preparation of advertising literature. The use of

Color Illustrations

will do much to offset the increase in the cost of paper by their superior selling value. Advertising directors will be interested in our service.

ZEESE-WILKINSON CO.
Color Printers & Engravers
424-438 W. 33rd St., New York City

Advertising Service

"We wish to say that your service has been all and more than you said it would be when you solicited our business and we naturally feel well satisfied.

Yours very truly,
Feb. 28, 1916 THE ERICKSON CO."

THE GILL ENGRAVING COMPANY

140 Fifth Ave. New York

SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York
Telephones Chelsea 2117-2118-2229

Best Equipped Plant in New York
Guarantees you finest plates at reasonable rates

FINE PLATES

Our word is as good as a U. S. bond.

Try us.

Metropolitan Art Craft Co.

2 Duane St. New York

Telephone Beekman 4598
"THE KIND THAT'S FIT TO PRINT"

Photo-Engraving

in all its branches

LENZ PHOTO-ENGRAVING CO.

Printing Crafts Building
New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLIN, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.00.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 9, 1916

Finding the Product's Best Talking Points

Most manufacturers are thoroughly familiar with their product's talking points, but not all of them know which of those points the consumer is most interested in. This is an important question. A great deal of energy and much money is wasted in advertising and also in sales work in emphasizing features that have little or no selling value.

It is said that successful canvassers, the very instant they get their foot across the threshold, state the most startling thing about the article they are selling. There are many truthful things they could say about it, but from experience they know that the average sale is made on the strength of some one argument.

The advertising manager of one of New York's department stores in an address, which was reported in last week's PRINTERS' INK, said that talking about a product often kills sales. He told of an investigation in which it was found

that the ease with which children's wash suits could be ironed was the thing that finally sold them. That does not mean that the buyers ignored the other qualities in the garments, or that it would have been advisable for the clerk to dwell entirely on a single selling feature. Several points were probably taken into consideration, but they all waned in significance beside the one fact, "Will I have trouble ironing these suits?" The manufacturer of these garments undoubtedly knows his talking points, but the chances are he does not know which of them the consumer regards as the most important.

It was similarly discovered that to the average purchaser the lock was the big thing about a trunk. Whether or not the glass top of a coffee percolator would break easily was the paramount question to most buyers of this device.

As this investigation shows, oftentimes the point about a product that the consumer is most interested in is not the point that the manufacturer is emphasizing in his advertising. This probably explains why some advertising is not as resultful as it should be. The copy talks about the features of his product that the manufacturer thinks are important, and not about the things that the reader is most interested in.

The advertiser can side-step this difficulty by keeping in close touch with the consumers of his product. Let him find out exactly why they are buying it. The reasons they give will make fine copy material. The L. E. Waterman Company has found its "laboratory" retail stores a good place in which to discover just what the users of its pens think about them. It gets the consumer's viewpoint in its daily across-the-counter contact with him. The knowledge thus acquired has a very beneficial influence on all of the concern's merchandising and advertising policies.

After all, selling a product at retail is the best way to hear the numerous objections that are advanced against it and also all the points that are mentioned in its

favor. It is to get this information at first hand that many advertising men are spending some of their time out on the firing-line with the dealers and part of it behind the counters, studying the genus shopper in action. In this way they discover what the real talking points of their products are. As a result they are not shooting their advertising over the heads of the people.

Making Advertisers of Fruit and Vegetable Producers

It is welcome news that Uncle Sam is doing his share to convert fruit and vegetable growers to advertising, and to the improved methods of packing and branding that are an essential prelude to successful advertising in this field. That the Department of Agriculture is sold on advertising in this field is calculated the more quickly to bring into line a class of producers who would be the last to be reached by the arguments of advertising authorities disseminated through private channels.

Any reader who has noted the numerous articles which have appeared in *PRINTERS' INK* within the past few years on the subject of the advertising of farm products must have sensed the notable awakening to twentieth-century distribution methods which is taking place in this sphere. However, thus far the new spirit has manifested itself by action only in the case of large individual interests, with financial resources to undertake advertising campaigns, or co-operative marketing organizations under progressive management such as those in Florida, California and the Pacific Northwest. Uncle Sam's cue is to convert the individualist—the small producer—and he appears to be taking the cue promptly.

The new branch of the Agricultural Department known as the Office of Markets and Rural Organization is devoting especial attention to the problems of the distribution of perishable fruits and vegetables, and incidentally is

educating growers to identify to the ultimate consumers the origin of superior produce. The Federal experts emphasize the opportunities that lie before producers in this field by calling attention to the fact that with the growth of prosperity there has come an increasing desire for food luxuries, a desire that often takes the form of a demand for out-of-season fruits and vegetables.

It is announced that the Government will take up, one by one, the principal fruits and vegetables with the object of giving to the everyday growers of each, advice as to the latest approved methods on packing, shipping, etc. A beginning has been made with cantaloupes and the formula laid down for this fruit prescribes the use of the advertising aids. Says the Federal pronouncement: "Co-operative marketing associations, firms acting as distributors, and many individual shippers of cantaloupes use a lithographed label or stenciled brand mark on their cantaloupe packages. They find it the best basis upon which to carry on an advertising campaign and build up a reputation and demand for their goods. Labels with attractive designs also add greatly to the neatness of the packages.

"If a grower makes a yearly business of producing cantaloupes, there is no doubt that he will profit by the use of a brand name under which all his stock that grades up to a certain standard is sold. A brand name is particularly necessary if a grower is producing a superior cantaloupe and endeavoring to attract trade through the medium of high quality. Dealers and consumers alike must know the brand name of the fruit if they are to repeat their orders.

"However, a distinctive brand is of little value unless it is associated with a certain standard of quality brought about and maintained by the constant enforcement of uniform rules governing the grading and packing of the cantaloupes. The standard of a brand once established should never be lowered or it will come

to mean little among buyers on the market, and the grower will suffer as a consequence. Brands are practically valueless unless backed by strict grading rules which govern the quality of the fruit packed under them."

If the fruit and vegetable growers are brought to accept for their own operations, the theory that a trade-mark is a guarantee of quality it will be interesting to note the effect of this sentiment upon the general purchasing policy of this class. It ought to result in their becoming more discriminating in their own buying and less willing to accept substitutes or unbranded merchandise.

Thus the good work spreads.

Making Sales There was a time when the designation of a product as "seasonable" settled it, so far as out-of-season sales were concerned. If the public bought freely in the summer-time, slowed down in the fall, and ceased to make active demands for the product in the winter months that was considered sufficient evidence of the seasonableness of the goods. Salesmen were dropped, or their efforts were transferred to other products if the company happened to have them. The idea that the public's buying habits were to a large extent subservient to outside influences had not gained ground. The consumer's reluctance to buy naturally communicated itself to the dealer, and the manufacturer accepted the situation as an inevitable consequence of causes beyond his control.

Nobody needs to be told that there are to-day dozens of products, once considered strictly seasonal, which are sold the year 'round. The story elsewhere in this issue of **PRINTERS' INK** by C. C. Casey is an illustration. The public's habit of putting its automobiles into storage for the winter months is fast giving place to the habit of using, and buying, cars in January as well as in June. The dealer's superstition that there is "no use" trying to

sell cars in winter is proved false when he sees his competitor successfully doing it.

As a matter of fact, the seasonableness of products is often more fancied than real, as has been proved over and over again in many different lines. Sometimes it is only a matter of overcoming the unwillingness of the dealer or the company's salesman to push the product. The belief that the product is seasonal leads to its neglect, and that in turn tends to strengthen the belief. So the process goes on in a circle, each recurring season strengthening the conviction that there is no use to try to sell the goods "out of season." Often times it is easier to change the public's buying habit than it is to change the dealer's habit of not stocking the goods, and the salesman's habit of neglecting them at certain periods.

New Brooklyn Club Has First Dinner

The Brooklyn Advertising Club held its first dinner October 31, at the Hotel Bossert. The club recently incorporated with the following officers: President, Stanley E. Gunnison, sales manager of the Broadway Subway and Home Boroughs Car Advertising Company; first vice-president, Darwin R. James, president of the American Chicle Company; second vice-president, William M. Horner, advertising manager of the *Eagle*; secretary, John T. Ballou, Jr., of Frederick Loeser & Company; treasurer, Joseph T. D. Cornwell, secretary People's Trust Company. Other members of the executive committee are: Frank M. Fairchild, William H. Fry, Clifford Bishop, Frederick H. Timpson and Dave McLean. A. C. Monagle, sales manager of the Franco-American Soup Company, is chairman of the Forum and Programme committee.

To Advertise New Auto Pump

The Abbott Motor Equipment Company of New York, sole distributor of the Twomby Foot Pump for automobiles, manufactured by the Schleisinger-Redburn Corporation, is planning a campaign in a list of weekly magazines.

Runyan Goes to Wescott Motor

Paul W. Runyan, of the advertising department of Robbins & Myers Company, of Springfield, Ohio, has been placed in charge of the advertising of the Westcott Motor Car Company of that city.

Mr. George E. Cook

made a statement to The Representatives Club about The Mother's Magazine circulation methods and the so-called instalment plan.

This statement was partially printed in Printers' Ink. The whole statement will be sent upon request.

A handwritten signature in cursive script, appearing to read "Keith Orange".

Advertising Director

30 East 34th Street
New York



Metropolitan's

1917 MOTOR TRADE NUMBER
DEALERS' SUPPLEMENT

Here is the Accepted Cover

Last month we showed a cover sketch submitted for the February Metropolitan (out January second)—our Third Annual Motor Number. We asked readers of Printers' Ink for their opinion. They gave it, and as a result we secured this new cover design. It is a beautiful pastel in rich color, by Haskel Coffin.

It will appear on the February Number and also on the 28,000 48-page

Dealers' Supplements which we shall give to the leading automobile and accessory dealers just before the Motor Shows.

The biggest manufacturers of Automobiles and Accessories in the country send their message to the best dealers through the Metropolitan's Annual Motor Trade Dealers' Supplement. If you want to send them *your* story, write us and we will tell you how.

METROPOLITAN

"THE LIVEST MAGAZINE IN AMERICA"

O. H. CARRINGTON, *Manager of Advertising*
432 FOURTH AVENUE, NEW YORK

W. T. Hamilton, Jr., *Eastern Mgr.*, 432 Fourth Avenue, New York; Phone, Madison Square 9195

George S. Thorsen, *Western Mgr.*, 831 Peoples Gas Building, Chicago; Phone, Harrison 2240

NOVEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR NOVEMBER

(Exclusive of publishers' own
advertising.)

Standard Size

	Pages	Agate Lines
Review of Reviews.....	140	31,483
World's Work	125	28,044
Atlantic Monthly.....	107	23,995
Harper's Magazine.....	106	23,848
Century	88	19,880
Scribner's	88	19,833
Everybody's	64	14,448
St. Nicholas	52	11,812
Red Book	50	11,413
Munsey's	35	7,848
Photoplay	31	6,993
Motion Picture Magazine.....	30	6,925
Popular (2 Oct. issues) ..	26	6,221
Wide World.....	27	6,104
Bookman	26	5,967
Snappy Stories (2 Nov. issues)	18	4,032
Ainslee's	16	3,766
Blue Book.....	16	3,679
Smart Set.....	10	2,240

Flat Size

	Columns	Agate Lines
Cosmopolitan	334	47,844
McClure's Magazine.....	184	31,222
American	177	25,368
Metropolitan	132	22,472
Sunset	134	19,218
Hearst's Magazine.....	108	18,457
American Boy.....	74	14,873
Boys' Magazine	55	9,560
Boys' Life	63	8,943
Current Opinion	45	6,348
American Sunday Monthly	29	5,075

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own
advertising.)

	Columns	Agate Lines
Vogue (2 issues).....	785	124,191
Harper's Bazaar.....	359	60,344
Good Housekeeping.....	406	58,032
Ladies' Home Journal....	242	48,436
Woman's Home Comp....	157	31,495
Delineator	115	23,187
Pictorial Review.....	106	21,291
Designer	99	19,891

the

November Metropolitan

shows

a gain of

\$5,288.00

in advertising
revenue over the
corresponding
month last year
—an 18% gain.

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

O. H. CARRINGTON, MGR. OF ADV'G
432 FOURTH AVENUE, NEW YORK

	Columns	Agate
	Lines	Lines
Woman's Magazine.....	98	19,814
McCall's	99	13,321
Holland's Magazine.....	66	12,679
Ladies' World.....	57	11,563
Modern Priscilla.....	68	11,548
People's Home Journal...	56	11,308
Housewife	53	10,676
To-Day's	44	8,882
Southern Woman's Mag..	50	8,871
People's Popular Monthly	43	8,340
Mother's Magazine.....	59	8,260
Needlecraft	31	5,950
Home Life	31	5,445

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CAR-
RYING GENERAL AND
CLASS ADVERTISING**

(Exclusive of publishers' own advertising)

	Columns	Agate
	Lines	Lines
Vanity Fair.....	393	62,137
System (pages)	186	41,740
Popular Mechanics (pages)	180	40,516
Country Life in America.	176	29,571
Popular Science Monthly (pages)	115	25,786
Theatre	113	19,139
House and Garden.....	105	17,192
Illustrated World (pages)	50	13,368
Field and Stream.....	85	12,293
Physical Culture (pages)	52	11,679
House Beautiful	68	10,005
National Sportsman (pages)	44	9,972
Garden	57	7,986
Travel	51	7,168
Outdoor Life (pages)....	62	6,944
International Studio.....	48	6,733
Countryside Magazine....	37	6,431
Arts and Decoration.....	37	5,256
Outing (pages)	24	5,580
Outer's Book (pages)....	22	5,072
Extension Magazine.....	28	4,773
Recreation	32	4,536
Golf Illustrated.....	27	3,879
Craftsman (pages)	17	3,864

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publisher's own advertising.)

	Columns	Agate
	Lines	Lines
Canadian Courier (4 Oc- tober issues).....	149	27,314
Everywoman's World....	113	22,600
MacLean's Magazine.....	122	17,088
Canadian Home Journal..	80	16,040
Canadian Magazine (pages)	54	12,208

**VOLUME OF ADVERTISING IN
OCTOBER WEEKLIES**

	Columns	Agate
	Lines	Lines
October 1-7		
Saturday Evening Post..	219	37,345
Town & Country.....	114	19,172
Collier's	78	14,815
Literary Digest.....	99	14,763
Scientific American.....	49	9,940
Leslie's	47	7,992
Independent	54	7,657
Life	39	5,547
Christian Herald.....	31	5,303
Churchman	27	4,364
Judge	22	3,192
Associated Sunday Mags.	16	3,022
All-Story (pages).....	13	2,972
Every Week.....	16	2,946
Youth's Companion.....	14	2,905
Outlook (pages).....	12	2,716

October 8-14

Saturday Evening Post..	261	44,319
Literary Digest.....	136	20,051
Collier's	104	19,789
Town & Country.....	104	17,588
Christian Herald.....	52	8,922
Life	57	8,011
Leslie's	44	7,519
Illus. Sunday Magazine..	31	5,760
Outlook (pages).....	33	5,226
Independent	33	4,674
Every Week.....	21	3,780
Churchman	21	3,473
Associated Sunday Mags.	18	3,310
Youth's Companion.....	16	3,264
Judge	20	2,800
Scientific American.....	12	2,487
All-Story (pages).....	9	2,160

October 15-21

Saturday Evening Post..	217	36,946
Literary Digest.....	126	18,548
Town & Country.....	101	17,070
Collier's	82	15,600
Leslie's	54	9,213
Independent	59	8,393
Life	46	6,446
Youth's Companion.....	23	4,737
Scientific American.....	21	4,248
Christian Herald.....	22	3,903
Judge	26	3,708
Outlook (pages).....	15	3,496
Associated Sunday Mags.	17	3,191
Every Week.....	17	3,139
Churchman	19	3,013
All-Story (pages).....	12	2,738

October 22-28

Saturday Evening Post..	166	33,445
Collier's	94	17,775



Blankets the U. S. in Small Towns and Country

IF you use only publications with "metropolitan" circulation, the story of YOUR PRODUCT is read only in "spots" on the U. S.

HOME LIFE'S 1,000,000 families are in towns of 10,000 and under and in rural districts, where over 65 per cent of the population of the U. S. live.

There are only about 600 post offices of cities over 10,000, but there are over 55,000 post offices where HOME LIFE'S 1,000,000 families should be buying your product. Write

J. A. Leisher
Advertising Manager

HOME LIFE

"The Small Town Family Magazine"

1,000,000 Circulation—RATE Now \$3.50 PER AGATE LINE

MEMBER AUDIT BUREAU OF CIRCULATIONS

ADVERTISING DEPARTMENT

PUBLICATION OFFICE AND PLANT
Ohio Street, corner La Salle
Chicago, Ill.
Tel. Superior 3280

EASTERN OFFICE IN CHARGE
A. J. WELLS, Vice-Pres.
1182 B'way, New York, N. Y.
Tel. Madison Sq. 7551

	Agate Columns.	Lines.	Agate Lines.	
Literary Digest	114	16,760	Christian Herald	21,253
Outlook (pages)	60	13,440	Scientific American	20,260
Life	53	8,421	Youth's Companion	14,803
Leslie's	46	7,818	*Every Week	14,342
Independent	36	5,118	*Associated Sunday Mags.	14,065
Illus. Sunday Mag.	24	4,351	Churchman	13,176
Youth's Companion	19	3,897	Judge	12,286
Scientific American	17	3,585	†Illustrated Sunday Mag.	10,111
Christian Herald	18	3,125	All-Story	9,736
Judge	18	2,586		
Associated Sunday Mags.	13	2,434	*5 issues	
Every Week	13	2,370	*2 issues	
Churchman	14	2,326	*3 issues	
All-Story (pages)	8	1,866		
October 29-31				
Independent	22	3,199		
Associated Sunday Mag.	11	2,108		
Every Week	11	2,107		
Totals for October				
Saturday Evening Post	152,055		Agate Columns. Lines.	
Literary Digest	70,122		1. Vanity Fair	393 62,137
Collier's	67,979		2. Harper's Bazar	359 60,344
†Town & Country	53,830		3. Good Housekeeping	406 58,032
Leslie's	32,542		4. Ladies' Home Journal	242 48,436
*Independent	29,041		5. Cosmopolitan	334 47,844
Life	28,425		6. System (pages)	186 41,740
Outlook	24,878		7. Popular Mechanics (pages)	180 40,516

Every Week & the Associated

A growing circulation—
A growing influence on
women as well as men—

One million
circulation guaranteed

95 Madison Avenue
New York

105 N. Wabash Avenue
Chicago

24 Milk Street
Boston, Mass.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

	Agate Columns.	Lines.
1. Vanity Fair	393	62,137
2. Harper's Bazar	359	60,344
3. Good Housekeeping	406	58,032
4. Ladies' Home Journal	242	48,436
5. Cosmopolitan	334	47,844
6. System (pages)	186	41,740
7. Popular Mechanics (pages)	180	40,516
8. Woman's Home Comp.	157	31,495
9. Review of Reviews (pages)	140	31,483
10. McClure's Magazine	184	31,222
11. Country Life in Amer.	176	29,571
12. World's Work (pages)	125	28,044
13. Popular Science Monthly (pages)	115	25,786
14. American	177	25,368
15. Atlantic Monthly (pages)	107	23,995
16. Harper's Mag. (pages)	106	23,848
17. Delineator	115	23,187
18. Everywoman's World	113	22,600
19. Metropolitan	132	22,472
20. Pictorial Review	106	21,291
21. Designer	99	19,891
22. Century (pages)	88	19,880
23. Scribner's (pages)	88	19,833
24. Woman's Magazine	98	19,814
25. Sunset	134	19,218

Pushes Side Line to Sell Main Product

Krem'ntz & Company are giving a prominent position in Christmas advertising to a Parisian Ivory box holding two collar buttons and selling for 75 cents. A page in the jewelry trade papers telling of the combination and the ease of selling it is headed "A Quarter Change—Your Sale Is Made."

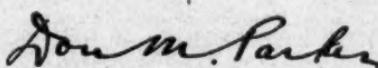
RESULTS

A school director feels gratified because \$1100 spent in a certain magazine produced 23 enrolments or \$9500 in sales. The advertising cost was $11\frac{1}{2}\%$.

The magazine referred to above has nearly 16 times the circulation of ST. NICHOLAS which recently gave a *summer camp* 9 enrolments and sales of \$550 on an advertising expenditure of \$10.50. The advertising cost was less than 2%.

St. Nicholas Magazine

goes to all the families in the country who think they can afford a 25c monthly for young people. But the way it is welcomed and its long and honorable history have more to do with delivering results to advertisers than any amount of mere "quantity." St. Nicholas isn't an incident in the lives of its readers; it's a *part* of their lives—and if you don't believe me, ask them!



**"PRINTERS' INK'S" FOUR-YEAR RECORD OF
NOVEMBER ADVERTISING**

	1916	1915	1914	1913	Total
Cosmopolitan	47,844	19,871	24,806	38,304	130,825
Review of Reviews	31,483	28,352	22,416	27,173	109,424
McClure's	31,222	35,085	19,959	21,696	107,962
World's Work	28,044	28,672	23,114	23,216	103,046
Harper's Magazine	23,848	19,712	21,000	19,684	84,244
Metropolitan	22,472	22,404	20,238	15,947	81,061
Scribner's	19,833	16,744	18,333	20,776	75,636
Sunset	19,218	12,446	15,064	25,872	72,600
American	25,368	15,355	12,673	16,285	69,681
Everybody's	14,448	12,423	18,375	23,942	69,188
Hearst's	18,457	14,709	14,056	20,496	67,718
Century	19,880	15,722	13,328	15,932	64,862
Atlantic Monthly	23,995	13,301	9,576	13,839	60,711
American Boy	14,873	13,590	12,767	10,375	51,605
Current Opinion	6,348	11,008	9,813	16,493	43,662
Munsey's	7,848	6,990	11,361	12,110	38,309
St. Nicholas	11,812	10,800	7,672	6,776	37,060
Red Book	11,413	8,736	7,280	9,296	36,725
Boy's Magazine	9,560	8,915	7,041	6,912	32,428
Ainslee's	3,766	4,368	4,592	6,944	19,670
	391,732	319,203	293,464	352,068	1,356,467

WOMEN'S MAGAZINES

Vogue (2 issues)	124,191	109,476	90,614	108,666	432,947
Ladies' Home Journal	48,436	34,862	28,597	35,795	147,690
Harper's Bazar	60,344	41,134	30,485	8,484	140,447
Good Housekeeping	58,032	23,471	23,971	29,120	134,594
Woman's Home Companion	31,495	26,544	25,013	28,793	111,845
Delineator	23,187	21,428	16,619	25,477	86,711
Pictorial Review	21,291	20,100	16,456	19,996	77,843
Designer	19,891	15,702	13,856	20,184	69,633
Woman's Magazine	19,814	15,746	13,863	19,972	69,395
McCall's Magazine	13,321	13,408	13,274	15,658	55,661
Modern Priscilla	11,548	12,768	14,504	16,149	54,969
People's Home Journal	11,308	12,488	13,548	13,454	50,798
Ladies' World	11,563	11,800	13,600	13,200	50,163
Housewife	10,676	11,244	13,101	14,000	49,021
Mother's Magazine	8,260	9,192	12,232	13,775	43,459
	473,357	379,363	339,733	382,723	1,575,176

CLASS MAGAZINES

Vanity Fair	62,137	56,174	25,885	36,440	180,636
System	41,740	32,743	28,784	32,130	135,397
Popular Mechanics	40,516	31,332	26,012	29,232	127,092
Country Life in America	29,571	27,571	26,712	26,208	110,062
Popular Science Monthly	25,786	14,378	17,332	16,357	73,853
House and Garden	17,192	10,883	10,403	10,872	49,350
Theatre	19,139	11,300	9,660	8,904	49,003
Field and Stream	12,293	10,696	10,598	9,247	42,834
Physical Culture	11,679	9,703	9,254	9,753	40,389
House Beautiful	10,005	8,335	8,302	11,179	37,821
Countryside Magazine	6,431	8,339	8,500	10,030	33,300
International Studio	6,733	7,840	7,908	10,059	32,535
Illustrated World	13,368	8,211	7,056	5,880	32,515
Outing	5,580	6,289	7,280	11,424	30,573
Travel	7,168	6,023	6,848	8,120	28,159
Garden Magazine	7,986	3,780	4,648	6,492	22,906
	315,324	253,597	215,177	242,427	1,026,525

WEEKLIES (4 October Issues)

Saturday Evening Post	152,055	*128,061	*113,226	110,964	504,306
Literary Digest	70,122	*57,497	*52,420	52,498	232,537
Collier's	67,979	*58,446	*46,119	49,522	222,066
Town & Country	153,830	*146,164	*33,466	40,898	174,358
Leisure's	32,542	29,186	*25,464	*24,151	111,343
Life	28,425	28,406	*23,996	*28,388	109,215
Outlook	24,878	26,855	26,523	30,324	108,580
Christian Herald	21,253	22,953	19,596	*22,224	86,026
Scientific American	20,260	*25,523	*20,664	15,518	81,965
	471,344	423,091	361,474	374,487	1,630,396
	1,651,757	1,375,254	1,209,848	1,351,705	5,588,564

43 issues

*5 issues

With the election settled, and industrial decks now definitely cleared for action, there's a still greater period of industrial prosperity right ahead of us.

Advertising in national mediums will enjoy increased efficiency, because the increased purchasing power on everybody's part means many more *actual, immediate purchasers* per thousand readers.

Leslie's is one of the best mediums to use in "cashing in" on this prosperity—in selling more than you ever sold before.

Already fourth among all general mediums—as well as among the weeklies—Leslie's has gained 64,108 lines in the ten months of this year. This increased advertising, added to our revenue of over \$2,100,000 a year from circulation, has enabled us to make Leslie's, in its 61st year, a still greater force in 420,000 better-than-average homes.

They spend \$2,100,000 a year for Leslie's; how much will they spend for your products?

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper
Established in 1855

Member of Audit Bureau of Circulations



B. C. FORBES

How James B. Duke, with a salary of \$50,000 a year, lived in a hall-bedroom and ate in the Bowery to save capital to conquer the tobacco world—is told in this week's issue of Leslie's—in B. C. Forbes' great series, "Men Who Are Making America."

otal
0,825
9,424
7,962
3,046
4,244
1,061
5,686
2,600
9,681
9,188
7,718
4,862
0,711
11,605
3,662
18,309
17,060
16,725
12,428
19,670
56,467

32,947
47,690
40,447
34,594
11,845
86,711
77,843
69,633
69,395
55,661
54,969
50,798
50,163
49,021
43,459

75,176

80,636
135,397
27,092
110,062
73,853
49,350
49,003
42,834
40,389
37,821
33,300
32,535
32,515
30,573
28,159
22,906
026,525

Total
504,306
232,537
222,066
174,358
111,343
109,215
108,580
86,026
81,965
630,396
588,564

Balance

A merchant builds a big reputation not only because his goods are right, but because his lines are balanced. He carries everything.

National reputation cannot be achieved by an engraver who is known by one or two specialties. His plant must turn out consistently every kind of engraving any advertiser wants. The Beck plants are balanced and trued to a nicety for half-tone, color and line cuts.



THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

Wanted

GROCERY, DRUG, FOOD PRODUCT OR ANY SPECIALTY

Manufacturers looking for increased distribution in the West, Southwest and South are invited to investigate our unique and thorough methods of successful merchandizing.

To such, we offer efficient, economical, highly developed SALES SERVICE.

We do all necessary retail INTRODUCTORY WORK.

We obtain for you INCREASED DISTRIBUTION, both with jobber and retailer.

We will handle your ADVERTISING, if desired.

In fact, we make ourselves your business RIGHT ARM in our territory.

In proof of the value of our SALES SERVICE, we can show SUCCESSFUL RECORDS of handling many important, nationally advertised lines. We have frequently made our territory the best territory for manufacturers whom we represent. They have found in our SALES SERVICE an effectiveness surpassing in results even their own well-organized sales departments.

If you have an article of merit to market we can show you that it is good business to avail yourselves of the services of our selling organization. WE CAN SELL IT. The work we have done for others has made us the largest in our line. Give us an opportunity to show you what we can do for you.

PICKRELL & CRAIG CO.

Sales Headquarters :
209-211 E. MAIN ST., LOUISVILLE, KY.

Canadian Advertisers Probe In- creased Costs

Urge Publishers to Raise Subscription Rates, Even at a Loss of Volume of Circulation—Committee to Investigate Circulation-Getting Methods and Rates of Advertising

THE Association of Canadian Advertisers is giving serious attention to increased advertising costs. At the annual meeting of the association, held in Toronto, October 26 and 27, this resolution was adopted:

Despite greatly improved methods of appeal, increased efficiency and co-operation between sales and advertising efforts, advertisers during recent years have found constantly increasing appropriations necessary to accomplish a given result. Costs have grown greater, results have grown less.

It has always been recognized that a publication's subscribers were expected to pay only a comparatively small proportion of the costs of furnishing them with the publication; but this proportion has grown less and less as costs have grown greater, until to-day it is estimated that the public gets most of its periodicals at 10 to 25 percent of the actual cost of publishing them.

On the other hand, the advertiser has been expected to provide an increasingly large proportion of these publications' revenues, until with many publications the circulation revenues prove a comparatively negligible factor.

So long as newspapers and other periodicals continue to secure so small a proportion of their revenue from their readers as at present obtains, the publisher will be credited with subordinating the interests of his readers to those of his advertisers. Under prevailing conditions the advertiser unquestionably seems entitled to more consideration than he customarily receives.

The value placed upon a publication by its readers has an important relation to the advertising value of that publication. Advertisers are, therefore, seriously concerned in this question, hitherto too often overlooked, of the adequacy of the price the public pays for its publications—and whether the inducement to subscribe is the desire to read a publication or merely represents the payment of an insignificant sum in order to get a premium, compete for a prize or get value in some other way, with the publication "thrown in."

The ridiculously inadequate price paid by the public for most publications, and the increasingly large proportion of publishing costs borne by the advertiser, is believed to be responsible for

TO THE MAN WHO ADVERTISES, CIRCULARIZES OR SELLS THROUGH SALESMEN

*Do you advertise—with poor results?
Circularize—with poor results?
Employ salesmen—with poor results?*

If so, what is wrong?

The question is answered in a book from the pen of one of the greatest business specialists in the country, entitled:

The Selling Force AND The Selling Fart

This book is a concentrated message to business men, preventing the prodigal waste of good money and giving the selling secret.

Application of the principles explained in this book has turned loss into profit, and small profits to large. A special and limited edition in flexible covers, pocket size, fully illustrated by F. G. Cooper, printed on hand-made paper with lubricated initials will be sent to readers of Printers' Ink upon receipt of 25 cents in stamp or coin. Money back if the information the book gives is not deemed worth a great deal more than the price.

THE DANDO COMPANY
3rd near Chestnut St., Phila., Pa.

Agencies for Australasia are sought in any lines that can be sold to Booksellers or Stationers

We represent some of America's best publishers; and all the Booksellers of Australasia are called upon regularly.

We are also in close touch with all the Libraries and with the Educational Trade.

Commission and direct buying.

Thomas C. Lothian Proprietary, Ltd.

Publishers' Representatives

MELBOURNE and SYDNEY

Founded 1888

CABLE ADDRESS "Thorough" Melbourne
BANKERS: The Bank of New South Wales,
Melbourne

Head Office: 100 Flinders Street
MELBOURNE VICTORIA

We Have Good Jobs for Four Men

—four bright, clean, energetic young men who do not look upon life and a job as one long, sweet dream but who are willing to work and demonstrate their ability to occupy worth-while positions as salesmen in the New York branch of one of the largest automobile manufacturers in the country.

We don't want any fly-by-night adventurers, idlers or Broadway sports to apply for these positions. If you are that sort you wouldn't last a week. We want young fellows who are looking for an exceptional opportunity to get ahead in the world and make something of themselves.

If you measure up to that standard write us, in your own hand, telling us of your business experience from the beginning. Expert knowledge of automobiles at this time not essential—we'll teach you that. Sales experience desirable, of course. But we are looking first for serious-minded young men who want a real opportunity. We'll be glad to make an appointment with you.

Address N. Y. B., Printers' Ink

Open for Engagement

Last May, a man I have known for nearly 20 years, sold his interest in an advertising business and has been playing golf ever since—at least he calls it golf. I think it is time he went to work, for he has ability, energy and industry of a grade that is needed.

He has a wide and valuable acquaintance with advertisers and advertising agents—knows his business and is a tireless worker. He has prospered and does not have to be in a hurry about making a new connection. He does not want a job, but a position which is worth, or shortly can be made worth \$10,000 a year, with possibilities beyond that.

If I were a publisher, or advertising agent, with a business big enough to need a really high-grade result producer, I would tie up this man at once.

I'll tell you more if you ask me.

CHARLES AUSTIN BATES

33 West 42nd Street, New York

the painfully evident steady decline of the results-producing power of the advertising dollar.

Therefore, be it resolved:

That in the opinion of this meeting, advertisers in recent years have been expected to provide altogether too disproportionate a percentage of publishing revenues;

That continued submission on the part of advertisers to these excessive charges encourages the practice of many unsound methods of increasing the volume of their circulation by many publishers;

That further increases in advertising rates, based on recent advances in paper costs and other publishing expenses, do not represent increased value to the advertiser;

That this association register a strong protest against the evident disinclination of most publishers to charge and collect from their subscribers a fair price, more nearly representing the value of the service rendered them;

That publishers should, in the face of recent increased costs, immediately enforce substantial increases in their subscription charges, to the end that their subscribers shall provide a more reasonable proportion of the publishers' revenue in the interests of both the publication and its advertisers;

That the members of this association register it as their opinion that any slight decline in volume of circulation directly due to increased charges to the subscriber, enhances rather than lessens the advertising value of such publication;

That a committee of this association carefully investigate circulation-getting methods with a view to discouraging so far as possible the employment of such stimulative methods as are not believed to attract readers whose interest in the publication itself is not sufficient to be of value to the advertiser;

And that this committee also endeavor to arrive at what, after due investigation and consideration, is believed to be a fair and equitable standard of charges for periodical advertising space, to the end that our members may more accurately judge the fairness of rates asked by individual publishers.

The association's efforts to secure more reliable and uniform reports as to character as well as quantity of circulation of daily newspapers and other periodicals used by advertisers in Canada have produced substantial results. Due to the organized efforts of buyers of advertising no less than seventy-one Canadian publications are to-day submitting their records to examination by qualified auditors working in the advertisers' interests.

Publishers were urged to keep objectionable advertising out of their columns and the members of the association agreed, so far as the exigencies of their in-

dividual business will permit, to direct their advertising to those mediums which put a ban on questionable copy.

The officers elected for the ensuing year are: President, L. R. Greene, Tuckett Tobacco Co., Ltd., Hamilton, Ont.; vice-president, J. F. Morrow, Atlantic Sugar Refineries, Ltd., Montreal; secretary, W. A. Lydiatt; treasurer, J. R. Kirkpatrick, E. W. Gillett

Co., Ltd., Toronto; directors, A. A. Bittues, Gillette Safety Razor Co. of Canada, Ltd., Montreal; C. Elvins, Imperial Life Assurance Co., Ltd., Toronto; F. S. Hodgins, Williams, Green & Rome, Kitchener; B. H. Bramble, Goodyear Tire & Rubber Goods Co. of Canada, Ltd., Toronto; G. G. Hodges, Geo. A. Slater, Ltd., Montreal, and W. M. MacKay, Lever Bros., Ltd., Toronto.

F Advertising is something more than merely building advertisements—it's something more than building sales—it's building business. **F**

Fuller & Smith Cleveland



Ralston \$5-\$6-\$7

Your Kind of a Shoe

R ALSTONS need no breaking in. They FIT when you first put them on, look extra stylish and wear extra long. 3000 real service shops are ready to supply you. Free booklet upon request.

RALSTON HEALTH SHOEMAKERS
Brockton (Campello), Mass.



"GIBBONS Knows CANADA"

The Little Schoolmaster's Classroom

SEVERAL years ago the Schoolmaster sat in a conference with the president and the general manager of a very large mail-order clothing concern. That firm employs no traveling or store salesmen. It advertises in the magazines to induce inquiries; it sends out an impressive catalogue, and it then puts as much selling power as is possible into its letters to inquirers. Its correspondents are its salesmen.

The president had just described the need of the firm for an able chief correspondent, one who would have no duties except those of superintending a staff of letter-writers and seeing that their work was made highly efficient.

"Yes," said he; "I suppose what you say is true—that the man we are looking for is employed. He is too uncommon and too valuable not to be employed. But we are willing to pay a salary of \$6,000 or more for the right man."

In so expressing himself, this successful manufacturer and merchant paid a great tribute to the power of the letter in the work of selling. Unfortunately, too few concerns or individuals realize the possibility of the letter in advertising. Ask even those who are engaged in advertising as a regular occupation to name the principal mediums of advertising, and you will likely get the reply: "Magazines, newspapers, farm papers, trade publications, billboards, street-car cards, circulars, etc." Rarely will the letter be mentioned, and yet the letter is one of the greatest of advertising mediums. As a paper manufacturer says, from childhood up, the coming of the postman or a trip to the post-office is fraught with keen interest. What may those envelopes coming to us to-day from various parts of the country or the world contain! Each holds a sealed message directed to us by name and delivered under the seal

and supervision of a great government. For someone else to tamper with our mail is a serious offense. The busiest of men find their mail of absorbing interest. In many cases a skilfully written letter will find its way to a man who will absolutely decline to see a salesman.

* * *

Once the word "salesman" referred only to those people who stood behind counters or who went out with sample-cases and endeavored to convince prospective buyers that they needed certain commodities. In these latter days anyone who is skilful at selling is classed as a salesman, whether he does his work by means of periodical advertisements, through oral solicitation or by the writing of convincing letters. Some large concerns now compensate their sales correspondents as they do their salesmen, partly by salary and partly by a bonus which is determined by the increase over a certain standard or average of sales. This is as it should be. The expert correspondent is a salesman of high order, with an opportunity and responsibility greater than most salesmen who sell by the word-of-mouth plan. There are those who lack the personal force or confidence essential to word-of-mouth selling and who, nevertheless, make efficient "letter" or "office salesmen." "Wanted—A first-class sales correspondent" is nowadays seen frequently in the help-wanted columns. The sales correspondent has come to stay, not only in the big concerns but in the small ones. Thousands there are among stenographers and clerks who have latent ability as letter salesmen and who need only reasonable experience to turn their talents into money.

* * *

Promptness is of vital importance in sales correspondence. Many an order is gained because one concern or one correspondent was more prompt than another.

You know how it is yourself. You inquire about something. You have a fairly good idea of how long it takes a letter to go to and a reply to come from a given point. You figure that a reply is due about Friday. It doesn't come Friday, nor Saturday, nor even Monday, but possibly not until Tuesday or Wednesday. In the meantime your estimate of the concern suffers somewhat. If a complete and prompt reply is impossible, some kind of acknowledgment should be made. You may

have fine reasons for the delay, but your correspondent will know nothing about them unless you tell him. "We are attending to the inquiry you made on the 14th and expect to be able to write you fully early next week" is only one sentence, but it makes a business-like impression.

* * *

Right in the morning's mail, in a perfectly innocent-looking envelope, came this knotty question: "Dear Schoolmaster, tell us whether we do well in this page

And the Night Time?

Do you wake up and think about your work in the middle of the night? You shouldn't. It's a bad sign. Want to know why? Read Dr. Riley's article in the current issue of *GOOD HEALTH*. I will send it to you for the asking, if you are a *man who decides about the investment of advertising appropriations*. Just write your name and address on your business stationery and shoot it to me in the next mail. This will bring you *GOOD HEALTH* by return post—no charge or obligation. The regular price of *GOOD HEALTH* is 20c per issue now—25c beginning next January.

Advertising Manager **GOOD HEALTH** 1811 W. Main Street
Battle Creek, Mich.

Population 62,288 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best paper. Leading general advertisers use it



\$10,000 a year is a big salary for a ditch digger—too big; but if the ditch digger invariably digs up half a million of gold for his employer each year, his ten thousand salary is too small—much too small. I'm the half-million-of-gold digger. My spade is PUBLICITY. With it I always find gold—much gold. It will cost you, however, \$10,000 a year to get me—and my spade. I'm using it now. RUSSELL HARD, care Printers' Ink.

A man with large business experience wants a position as manager in some business located in, or near, Philadelphia. He is competent to manage any department in the printing and publishing business, and is familiar with handling magazines and periodicals; is also familiar with accounts and correspondence. Salary a secondary consideration. Correspondence solicited. Address A. J. B., No. 3240 North Broad St., Philadelphia, Pa.

PAUL BROWN
COMMERCIAL ARTIST

5000-6000
6000-8000
PHONE 7738 MANSON SQ.

Lincoln Freie Presse
LINCOLN, NEB.
Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35¢.

Because of their effectiveness and advertising value, your campaign should include illustrations and lettering designed by the

GOTHAM STUDIOS
POSTERS
114 EAST 28 ST. NEW YORK
Illustrations, Color, and Photo

Let us show you how effective poster style work is!

Cultivate Canada
Ask Us How
We are on the spot and know conditions
SMITH, DENNE & MOORE
Advertising Agents Ltd.
Lumsden Bldg., Toronto

advertisement of ours to compare our patented ceiling product with metal ceiling. You will observe that we point out that metal ceiling has the advantage of being fireproof, but then, after granting that, we go on and bring out the superior points of our product. Had we better leave out the comparison altogether? Some of our people think that the reference to metal ceiling will make some readers think of metal when otherwise that might not have been considered at all."

This question of how to deal with competitive products is, like some other questions of advertising, a good-sized one. Now and then, someone lays down the emphatic rule that we should leave competitive products entirely alone. But this can't always be done, either in advertising or in face-to-face selling. It occasionally happens that the only way to prove an argument is by comparing the advertised product with something that is, in a way at least, a competitor. In advertising brick, for example, as a house-building material, the manufacturer is forced to make comparisons between all-wood construction and brick building.

* * *

In the case before the Classroom the Schoolmaster thinks something depends on how keen the competition between the patented ceiling and metal ceiling is. If the competition is close, better omit the reference and the comparison. If the competition is not very serious, the conceding of an advantage to another product when you can then trot out overwhelming argument for all-around desirability of your own, merely shows your fairness and frankness, which are qualities that will impress the readers. But, as a rule, it is much better to forget competition absolutely. Ingenuity will usually furnish a way to meet competitors' arguments by making affirmative statements about your product. If the reader is familiar with opposing arguments, he is answered. If he isn't then you haven't planted a doubt in his mind.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING FILMS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

ADVERTISING MEDIA

CUBA

DO YOU COVER CUBA?

LITTLE MONEY will do it. Virtually all of the tremendous buying power of Cuba and the Isle of Pines is reached by two or three Spanish and English-Spanish mediums of general circulation. One of these is The Times of Cuba, a monthly review, which covers the English-reading population and the great sugar centrals, the rapidly growing mining industry and the agricultural field. In combination with one or two purely Spanish publications, it covers ALL the field. Here are a few of the many American advertisers who use our space: Victor Talking Machine Co., Van Camp Packing Co., The Texas Company, Swift & Co., Armour & Co., Joseph Dixon Crucible Co., Borden's Condensed Milk Co., Colgate & Co., United Fruit Co., Southern Pacific Co., Southern Railway. Agency service without agency cost. Write to us at "Malecon y Blanco, Havana."

THE TIMES OF CUBA

BACK NUMBERS

BACK COPIES PRINTERS' INK, and ALL N. Y. C. PAPERS—S & M of N. Y. 450—4th Ave.

BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

BOOKLETS AND CATALOGUES

A sample case of attractive envelope booklets that cost little, due to standardized manufacturing, will be sent upon request of business firm enclosing 10c. Money back if not satisfied. The Dando Company (Manufacturers), 34 S. Third Street, Philadelphia, Pa.

FOR CANADIAN DISTRIBUTION—
Have them printed by us and save the heavy Canadian import duty. Many of the largest advertisers are using our Service. The Review Company, Bridgeburg, Ontario, Canada. (Opposite Buffalo, N. Y.)

COLLECTIONS

For Advertising Agencies, Publications, etc. RESULT\$ everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

EMPLOYMENT BUREAUS

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Cort 4968.

HELP WANTED

A New York Art Service has excellent opening for energetic solicitor. Age and full particulars. Box 901, care P. I.

WANTED—NEW YORK ADVERTISING REPRESENTATIVE—CLASS PAPER, PIT & QUARRY, 527 S. La Salle St., Chicago, Ill.

For special advertising agency, young man or woman for billing department, one with knowledge of checking. Excellent position for capable party. Box 921, Printers' Ink.

ADVERTISING SOLICITOR wanted on special out-of-town police proposition. Must be clean-cut, honest, aggressive chap, with strong personality. Experience in special work essential. Box 916, Printers' Ink.

WANTED: Printer, for office position, by large Chicago printing house; must be practical and have had long office experience in good-sized shop. All replies confidential. State age, where worked, and how long employed. Box 884, P. I.

ADVERTISING AGENCY wants man with some experience for Copy Department. Not one who knows it all, but a sincere, hard-working chap who has brains and ambition and wants opportunity to work in and make good. Apply, telling us what we should know about you. Box 899 Printers' Ink.

COPY-WRITER wanted for agency. Good opportunity for right man. State previous connections, age, and salary wanted. Position open now. Give full details in first letter. Keeshen Advertising Co., Oklahoma City.

MANAGER—Man of executive ability, experience and aggressiveness. Able to take charge of well-established printing plant in eastern Pennsylvania. Salary and percentage of profits. References. Apply Box No. 194, Lancaster, Pa.

A REAL OPPORTUNITY for live wire outdoor advertising salesman to cover New Haven, Connecticut, and districts. Permanent territory. Only producers need apply. Future assured the right man. Give references and record when applying to Post Office Box 722, New Haven, Connecticut.

BRANCH MANAGER—Salesman wanted with experience in industrial and construction fields to manage branch office of manufacturer of oxy-acetylene apparatus. Age 25 to 35. Technical education and training essential; also clean record. Applicants must state age, training, references and salary expected. Box 913, Printers' Ink.

I WANT A MAN
with an idea, specialty, novelty or publication, in the Printing, Lithographing, Binding or Paper Line, that will keep my Hundred Thousand Dollar Plant so busy on my own stuff that I can cut out, eventually, competitive work for others. It's the finest plant on the Pacific Coast. Box 902, Printers' Ink.

AN EXCLUSIVE WEEKLY SOCIETY publication desires the services of an exceptionally capable, well-bred woman of strong personality and good appearance to act as advertising manager and solicitor. Only one possessing wide acquaintance among the better class of business houses and exclusive shops will be considered. Answer, giving full particulars as to experience and salary desired, to Box 914, Printers' Ink.

COPY MAN WANTED—A young man with ability and originality is needed by a large and long-established advertising agency. This position offers a broadening experience and excellent opportunity for advancement. Reply fully, outlining experience, stating present position and salary expected, as well as sending samples of work done. All information will be held strictly confidential. Box 903, Printers' Ink.

Advertising agency desires an executive who has had successful experience as an Advertising Manager and who has sold goods. A man who can analyze, prepare successful sales plans, prepare copy and take full charge of accounts handled. Farm machinery, clothing or experience with food accounts preferred. Unless you are \$5,000.00 earning caliber you need not answer. Give complete history. Correspondence confidential. Box 912, care Printers' Ink.

BRIGHT MAN'S OPPORTUNITY PARTNERSHIP WITHOUT CAPITAL

An established trade paper in Chicago, twenty years old, is seeking the services of a hustler as business manager and business getter. Must have newspaper and magazine experience and acquaintance. A liberal partnership arrangement will be made with such a person when he proves his ability. Reasonable drawing account meanwhile. Give references and former experience. Box 915, P. I.

AN ENERGETIC MAN WHO UNDERSTANDS THE PRINCIPLES OF UP-TO-DATE PICTORIAL ADVERTISING, AND WHO HAS A FAIRLY LARGE ACQUAINTANCE IN CHICAGO OR ST. LOUIS AMONG CONCERNERS WHO ADVERTISE, OR SHOULD ADVERTISE, WILL FIND AN EXCELLENT OPPORTUNITY WITH

THE UNITED STATES PRINTING & LITHOGRAPH CO., Cincinnati, Ohio.

POSITIONS WANTED

ARTIST, 30, LONG AGENCY EXPERIENCE, Ayer, etc. Excellent on lettering, design. Good on retouching, figures. Original. Box 911, Printers' Ink.

DIFFICULT or TECHNICAL

copy written; masterly and clear. William Levy, 878 E. 176th St., N. Y.

OUTSIDE AD-MAN

Not a "copy chaser." Ten years' experience; aggressive; knows advertising and copy-writing; large acquaintance; fine record, desires new connection. Address, Box 920, Printers' Ink.

High-grade agency "copy" scribe. 12 years' experience. Am with a reputable national agency. Want position with more scope. \$5,000. Married. Age 30. Quick worker.

Box 904, Printers' Ink.

A-1 ALL AROUND ARTIST

Illustrator, letterer, designer, idea man. Extensive agency and publishing experience. Has managed large art department. (Incidentally very good copy writer.) Unusually convincing record and references. Address 917, P. I.

ELECTRIC SIGN SALESMAN

Resourceful and energetic; acquainted with quantity buyers of window signs; well posted on merchants' requirements in matter of flashes, bulletin features, store fronts; any territory. L. H. W., Box 906, care Printers' Ink.

Advertising Assistant

Young man (20), three years' newspaper and agency experience, desires position advertising department or growing agency, to handle responsible details. Knowledge of type, printing, proof-reading, layouts and copy-writing. I. C. S. graduate. Box 907, Printers' Ink.

Do You Want Real Cooperation?

DO YOU WANT AN ASSISTANT TO WORK HARD WITH YOU AND HELP OBTAIN MORE EFFICIENT RESULTS? HE HAS 4 YEARS' practical agency experience. Expert buyer of printing and engraving, with the capacity for handling details. Will measure up to any big proposition if opportunity is offered. Box 909, Printers' Ink.

LOOKING FOR A NEW FIELD

Four years manager of a Plant Manufacturing Machinery. Five years Selling, with sales averaging \$60,000 to \$120,000 annually. Eight years Advertising Manager for a Machinery Corporation, \$45,000 annual appropriation. Eight years General Office Experience in other departments. For family reasons am looking for an opening that has future, either as Manager, Assistant to President, Sales, Advertising, or some other department you think I can fit into or create. Age 41, married, with children; references furnished. Box 900, Printers' Ink.

ASSIST ADV. MANAGER

Understands dressing-up magazine, newspaper copy with effective display; familiar with catalogues, house-organ, booklets, folders, enclosures, sales letters, follow-up. Up-to-date knowledge of intensive merchandising methods. Constructive thinker, analytic. Writer of dignified, forceful, original, resultful copy. Experience as salesman, newspaper reporter. Formerly assist. adv. mgr. one largest corporations in the country; now in charge sales and adv. well known mail-order house. I am 26 and married, American stock, agreeable personality, patient and exceptional tact. Box 905, Printers' Ink.

A Direct Advertising Man

For ten years I have devoted my time exclusively to creating, laying out, writing and selling direct advertising. This work has involved a thorough study of merchandising and advertising, the understanding of which has made my efforts successful. Like many other advertising men I was first a printer, and spent ten years in the mechanical end of the business, doing everything from "devil" to superintendent and manager. This experience gives me a practical working knowledge of art, engraving, printing and lithographing, which I consider necessary in handling direct advertising. I am seeking a connection with an advertiser who makes this form of advertising an important part of his campaign. Would also consider a connection as printing director of large agency, or as service manager of large printing house. I am employed now, but present connection can be terminated upon reasonable notice. Box 908, care Printers' Ink.

ARTIST

I want to locate with adv. agency, preferably on part time. Am a man of ideas, ability and experience. My decorative black and white, color (booklet covers) and commercial illustrations will speak for themselves. Box 910, Printers' Ink.

DO YOU NEED**AN ADVERTISING ASSISTANT**

I am qualified to be of real assistance to some advertising manager; 2½ years' experience writing copy, compiling catalogues, preparing circulars, handling printing, cuts and photography. Age 22, High School and I. C. S. graduate. Let me send proof of ability. Box 495, Louisville, Ky.

I SPECIALIZE IN SELLING BY MAIL TO COUNTRY TOWN DEALERS OR RURAL DWELLERS. I KNOW THE COUNTRY MERCHANT AND FARMER. HAVE PRODUCED MORE BUSINESS AT lower cost than traveling men in same territory. Can also co-operate with your road force to increase sales, as well as work with your dealers to push your line. Now employed; desire change. Box 923, Printers' Ink.

Coördinated Salesmanship

I have established my ability to sell in a field where selling is conceded to be most difficult.

I know advertising—know how to play my part and know how to get the dealer to play his part in the campaign.

I know how to analyze markets; have planned sales both to the dealer and for the dealer to the consumer.

My place is on the firing line with an advertised brand of goods.

For interview address

MALCOLM B. SCHLOSS
226 W. 122nd St., New York City

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

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